

BUILDING
RETAIL BUSINESS
BY LETTER

INCLUDING
FOUR HUNDRED RETAIL LETTERS
THAT MADE GOOD

JOHN B. RUFFALO

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BUILDING RETAIL BUSINESS BY LETTER

INCLUDING

*Four Hundred Retail Letters
That Made Good*

BY

JOHN B. RUFFALO

President and General Manager, The John Service, Inc.
Inventor, "Presswritten Letters"



NEW YORK
THE JOHN SERVICE, INC.
1923

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FOREWORD

THIS volume is offered the retailers of America, to promote the use of the personal letter in store work.

Many merchants do not realize the value of this medium; more who appreciate it, do not use it because of lack of time or the ability to draft effective messages of this type.

Within these covers are letters of proved effectiveness, each selected because of some unusual success from the private files of The John Service, Inc.—a New York organization (of which the author is President) whose sole work is the preparation of Sales Letter Campaigns. Years of experience in dealing with retail problems, and hundreds of tests of specific letters or campaigns, have gone to the making of what is offered the reader.

In addition to specimen letters, there is also much valuable data regarding the writing of effective letters, and the many ways in which they can be advantageously used. The retailer who is a student or beginner in direct advertising will benefit from it as much as the one who already appreciates the tremendous power of the letter.

The aim throughout has been to make the book con-

Commerce. 9 July 1925. Dixie Bus. Bk. Shop.

FOREWORD

structively useful to the general merchandising world; and if it helps even slightly toward a better understanding and a more effective use of the Personal Letter as an advertising and selling medium, it will have served its purpose.

JOHN B. RUFFALO.

*New York, N. Y.
Jan. 8, 1923*

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CHAPTER I

THE PERSONAL LETTER

Smith—very successful as the managing director of a prominent department store—was speaking on the subject of advertising before a retail merchants' convention.

"Experience has convinced me," he said, "that newspapers, billboards, street-car cards, all have their virtues and are more or less indispensable to the modern store, yet nothing will reach the heart of a family—nothing will drive home its appeal—like the personal letter.

"The personal letter is unquestionably one of the most powerful factors in the merchandising world to-day. Wide as its use is, however, it still lies idle, an undeveloped possibility, in the store of many a merchant where it might be playing an important part.

"I'm not talking theories, gentlemen, but facts. I've seen actual results brought about through letters that would seem almost unbelievable. And when I say results I mean results in dollars and cents. I've seen the hardest and toughest prospects brought in by a personal letter after everything else had failed. I've

BUILDING RETAIL BUSINESS BY LETTER

seen a run-down business—the smallest establishment in town—in a few years lifted into leadership through letters.

“Gentlemen, we retailers have unjustly refused to give recognition to a medium which is a tremendous selling power. And we above all others, for in our particular business we are handicapped. We cannot employ salesmen as the wholesaler does. We cannot send solicitors into the homes where we know the business is and get it. NO! It is not the custom. Even if sales are slow, we must continue to depend on silent salesmanship to bring people in.

“Down the street may reside a ‘Brown’ whose patronage we might feel confident of getting if we could talk to him. But we can’t, for Brown doesn’t come to our store. And so it goes season after season. Business gets away that would increase our volume considerably.

“Wide as my experience in retail merchandising has been, it was but recently that I had my eyes opened to the real value of the personal letter. I had always looked upon a letter as a means of getting across a message in a personal and forceful way. I had never considered it as an important link in an advertising chain.

“For some time I had been receiving literature from a certain advertising house. It was all on Personal

THE PERSONAL LETTER

Letter Advertising, and usually these people would close with the request that I send on my problems to them. One day, more in a joke than anything else, I did. I wrote to them that the things which were bothering me were:

- how to make our advertising more effective
- how to make our show windows sell more
- how to win more "word-of-mouth" publicity
- how to revive dormant accounts
- how to get new customers.

"Of course, gentlemen, I need not mention that I expected to hear no more about the matter. I had asked them for the solution to the problem which has baffled us all, so much so that we no longer look upon it as such but accept it as one of those impossible things in business. Imagine my surprise, therefore, when I received a reply with a questionnaire to fill out. The questions were intelligent and some of them difficult to answer, but I was determined to see the thing through and they were answered. Some weeks later I received from this house their recommendations in the form of a report which was so full of logic and summed up the whole situation so clearly and concisely that I am going to read it to you."

BUILDING RETAIL BUSINESS BY LETTER

SPECIAL REPORT
No. 3769.

Summed up, your recent request to formulate specific recommendations to---

- make your advertising more effective
- make your show windows sell more
- win more "word-of-mouth" publicity
- revive dormant accounts
- get NEW customers

amounts to a request for a definite plan to
**INCREASE SALES---and to do so both ECONOMICALLY
and PROFITABLY.**

Naturally, the recommendations which follow
are made after a thorough investigation, and are
based upon the belief that from the standpoint of
reliability, merchandise, values and service your

THE PERSONAL LETTER

store holds its own, or excels, in the community in which you operate. It would, of course, be useless on our part to make any suggestions unless these fundamentals were right---unless you offered all that the other stores offer.

In arriving at our conclusions, we fully reviewed all facts. First we looked into your

MARKET---In your city and in the out-lying districts from which you draw trade, you have a population of approximately 125,000 people---25,000 families.

Twenty percent---5,000---is, we believe a conservative estimate of the number of these families who do not buy the class of merchandise you sell, thereby reducing this figure to 20,000 families.

From the information and figures you have given us, we are quite safe, we believe, in estimating that 12,000 families seldom if ever trade at your store. (In other words, the four competitors you mention are dependent upon this source for their patronage).

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Second, we reviewed carefully the literature you sent us showing your

PRESENT METHODS TO ATTRACT TRADE---Your newspaper copy is excellent and, frankly, we do not deem it necessary to make any suggestions other than that editorials should be more frequent.

The photographs submitted show that your windows are attractive, your billboards clever. Your store enjoys an unusually good reputation, and therefore receives its share, perhaps more, of that "word-of-mouth" publicity which all stores desire and should get.

You advised us that a full-page ad in the leading paper of your city, with a gross circulation of 31,000, costs \$190. Allowing for those copies of this paper that go to points which are too distant from which to draw trade---and for other reasons---we are safe, we believe, in estimating that 25,000 is your available circulation. On this basis, the approximate cost of

THE PERSONAL LETTER

getting your advertisement into each home---in company with other ads---is $\frac{3}{4}$ ¢.

While on this point, however, we desire to call your attention to some additional facts:

12,000 families in the community in which you operate are not customers. It is apparent that these people are NOT reading your advertisements, OTHERWISE at least a good part of them would now be trading at your store.

Few people could READ your advertisements---BELIEVE them---and not be influenced to come to your store at some time or other.

Therefore the fact must be faced that your advertising is INEFFECTIVE so far as 12,000 families are concerned, or approximately 50% of the available circulation you are paying for.

THIS INCREASES THE COST OF GETTING YOUR AD INTO THE HOME. INSTEAD OF $\frac{3}{4}$ ¢ PER HOME, IT NOW BECOMES $1\frac{1}{2}$ ¢.

You advised us that each year THREE (3) PERCENT of the gross amount of your sales is set

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aside for advertising purposes---most of which, of course, goes into the newspaper field. In other words, if we are correct in stating that your advertising is effective mostly with those people who already trade with you, you are virtually spending \$6.00 a year on every customer whose purchases at your store amount to \$200 per annum. This, of course, is not your intention but at present it nevertheless IS the result.

Now another point. These 12,000 families or the majority of them, know that you are in business, irrespective of the fact that they are not noticing your advertising. They go by your store---they see your name---yet they never even think of coming in. It is not because they can do better elsewhere---we have covered that phase of it already---but because of one or more of the following reasons:

THE PERSONAL LETTER

INDIFFERENCE - Some of them do not care where they trade. One store is just as good as another.

HABIT - Others become accustomed to going to a certain store and do not readily break away. They trade not from preference but from habit.

FRIENDSHIP - Popular clerks or proprietors of stores hold much trade by pure friendship, in spite of actually greater values elsewhere.

IGNORANCE - Consumers are often unable to judge or appreciate values offered. They may not know you are selling better goods for less.

CONFIDENCE - While you remain a stranger to a large proportion of the buying public, many will lack the confidence to purchase from you.

BUILDING RETAIL BUSINESS BY LETTER

TO SUM UP:

12,000 are not now customers
of your store.

12,000 are not reading or noticing
your advertising.

12,000 are not influenced by
"word-of-mouth" publicity.

12,000 are trading elsewhere because of

INDIFFERENCE
HABIT
FRIENDSHIP
IGNORANCE
CONFIDENCE

OUR RECOMMENDATIONS:

WE RECOMMEND THAT A CLOSE RELATIONSHIP BE
ESTABLISHED BETWEEN YOU AND THESE PROSPECTS.
IN OUR OPINION, THIS CAN BEST BE DONE THROUGH
PERSONAL LETTERS---THE ONE MEDIUM WHICH ENABLES
YOU TO REACH THEM INDIVIDUALLY AND PERSONALLY,
AND IN A STRAIGHTFORWARD, CONVINCING, FRIENDLY

THE PERSONAL LETTER

WAY TELL THEM ABOUT YOUR POLICY, YOUR METHODS AND
YOUR DESIRE TO HAVE THEIR PATRONAGE. THEN---AND
ONLY THEN---

- 1 - YOUR ADVERTISING WILL PRODUCE MORE
- 2 - YOUR SHOW WINDOWS WILL SELL MORE
- 3 - YOU WILL GET MORE PEOPLE TO TALK
ABOUT YOUR STORE
- 4 - YOU WILL GET NEW CUSTOMERS.

Were you to ask on what we base this, our answer would be "Human Nature---Common Sense". By way of illustration, let us take two people--- Jones and Smith. They know you and your store, but they trade elsewhere. Now suppose you call in your stenographer and dictate to these two individuals a personal letter telling them quite frankly that you are writing them because you want their business and would like to know just what you can do to get it. The natural and logical result will

BUILDING RETAIL BUSINESS BY LETTER

be a favorable impression. And if this impression is revived and reinforced by succeeding letters---each demonstrating your sincerity in desiring their patronage---in pleasing them---they will be almost CERTAIN to respond. FURTHERMORE, WHEN THESE PEOPLE SEE YOUR ADVERTISEMENTS, YOUR SHOW WINDOWS, OR THE NAME OVER YOUR DOOR, IT IS ONLY REASONABLE TO ASSUME THAT THEY WILL RECALL YOUR LETTERS, AND IN THIS WAY YOUR ADVERTISEMENTS AND THE VALUES YOU FEATURE WILL HAVE AN OPPORTUNITY TO FUNCTION MORE. THE SAME IS ALSO TRUE OF YOUR SHOW WINDOWS.

But to accomplish these results, it must be borne in mind that the letters you send out must be PERSONAL. They must be typed---bear all the earmarks of individually dictated communications. A counterfeit letter, printed through a ribbon and with an obvious "fill-in", should not be used.

THE PERSONAL LETTER

REGARDING DORMANT ACCOUNTS:

A recent analysis as to why 100 customers no longer trade at a certain store, discloses the following:

68 drift away because of store indifference
9 buy elsewhere because of price inducement
3 move to parts unknown
14 have unadjusted grievances
5 are influenced by friends to shop elsewhere
1 is either dead or unaccounted for.

Experience has amply demonstrated that these people---or at least a majority of them---may be induced to return if a little personal interest is displayed. Indifference, you will note, is responsible for all but 32 out of the 100. To overcome this it is necessary to show these people that you are concerned over the fact that they no longer trade with you, and that if anything has gone wrong you want to make it right, etc.

Here, too, a personal letter will enable

BUILDING RETAIL BUSINESS BY LETTER

you to get these people back on your books---to adjust any grievances of whatever nature, either real or imaginary.

NEW BUSINESS:

The backbone of the average business house consists of 85% of its old customers. The balance must be made up continually from other sources. To hold your own, NOT LESS than 15% in new patronage must be secured each year.

In this connection, you undoubtedly must at some time or another have given thought to the good that you derive from that "word-of-mouth" publicity which invariably results in new business. A patron speaks highly of your merchandise or your service ---recommends your store to some friend as a splendid shopping place. There is no form of advertising more effective than this, for without question it usually results in new customers.

THE PERSONAL LETTER

The patrons of any store have it within their power to tremendously increase the sales of a store. Perhaps such a thing is not to be counted on, and yet if each customer, by recommending a certain store, accounted for only one new customer during the year, patronage would double.

This is not theory but FACT. To get people to talk about your store is to get them to help do the selling for you. Take these people---these friends of yours---who now come to your store for the things they need and must have---do you ever put yourself out to show them that you appreciate their patronage? Do you ever write them a little note of thanks---inquire whether they are being well taken care of?

Do you ever suggest that while your duties make it impossible to meet each customer, yet you personally want to know of the slightest neglect

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on the part of any clerk or the slightest failure whatever to give satisfactory service? If you show them such consideration, are they not apt to reciprocate by speaking favorably of your store and thus getting new business for you?

The establishing of such personal contact between you and your customers would do more to make your patronage secure and induce your customers to advertise your store than anything else you could do.

It has been demonstrated times without number that an occasional display of interest will hold present customers and attract new trade in greater volume than any other effort. When a merchant shows a friendly, personal interest in the form of a letter under his own signature, the people unfailingly recognize that attitude. They come in and buy because they WANT to buy.

CHAPTER II

LETTER WRITING

It was at lunch that the subject of better letters came up. The several men present were all successful in their various fields, and naturally there were many views expressed. Frank Smythe, a man who derived a mighty good income from his ability to talk convincingly, was quiet for a while but finally he spoke.

"I'm egotistical enough," he began, "to say that I can write a good letter. I can talk, and the letter that sings Home Sweet Home to the wandering dollar is the one that puts talk on paper—makes it seem like a personal conversation. I can quote several authorities for the statement that when a man sets out to write a successful sales letter he should write as he talks."

Immediately two or three of the others voiced their approval of this statement. They too had read the same thing regarding the so-called "conversational style." But one man in the group—Hadley Martin—chanced to have had many experiences in the writing of sales letters and had earned for himself a reputation as a master of words. He had seen not a few of Frank Smythe's letters and now realized for the first time the

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reason why his friend had been guilty of such poor letters.

"Not so fast, gentlemen," said Martin, holding up his hand. "Before we go any further let us face the facts. I have written many sales letters—hundreds, I almost said thousands, of them—and in spite of what you understand from what some authorities say, facts are stubborn things. They've got to be faced.

"Some of the letters I have written have pulled big returns. When I say this you will doubtless think I am handing myself a bouquet—blowing my own trumpet—and that is the reason why I also say that I have written some letters that failed miserably.

"Perhaps, my best effort along these lines was back in 1918 when the Fuel Administrator ruled that every house this side of the Mississippi had to shut down on Mondays. The merchants were blue because—one day's receipts were apparently taken away from them, and as a result, our business suffered so that it was necessary to put the plant on half time, and from all indications it looked as though nothing would save us from a complete shut down. After carefully thinking things over for some time I prepared a series of letters intended to secure SIGNED contracts by mail.

"When I laid them before the President I honestly thought he would hit the ceiling. He condemned those letters just as vigorously as he could, banged his fist on

LETTER WRITING

the table and said I must be crazy. You see my idea was to sell by mail a project involving hundreds and thousands of dollars at a time when even the best salesmen we had were finding it difficult to get orders.

"The rest of the high executives in our organization agreed with the President that the idea was foolish. But those letters went out just the same. And they made good—brought back signed contracts—and some by special delivery mail. We secured enough business to put the plant back on a hundred percent production basis almost immediately.

"I could tell you of a number of other letters that pulled BIG. That's not the point. I merely want to bring out the fact that what I say isn't all based on theory but on actual experience. I don't agree with Frank Smythe at all. 'Write as you talk' is all right as far as it goes—but it doesn't go far enough. Change it to 'WRITE AS YOU TALK, BUT THINK BEFORE YOU TALK' and I'm with you a hundred percent.

"I agree, of course, that stereotyped phrases and hackneyed expressions should be avoided. A letter that starts out 'We beg to advise' or 'We are taking the liberty, etc., etc.,' won't get very far. Such letters are cold, perfunctory—there's no life in them, no interest, no appeal. They're couched in the most formal and colorless language and give no hint that back of

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them there's a human being. The man who gets returns is the man who writes himself into his letters but he doesn't do it by working on the theory that 'writing is talking.'

"Every one of us is almost daily approached by some salesman who begins to state his case so weakly that before he has had a chance we think we're not interested, and we say so. Yet, seldom does that end the interview—the salesman goes on and out of common courtesy if nothing else we listen—and not infrequently we buy. But, the letter has no such opportunity. Just as soon as you say 'not interested,' and that might be after the first sentence or first paragraph, the matter is automatically dismissed and the letter goes into the waste basket unread. Imagine, therefore, a letter that is written as some salesmen talk!

"No, Frank, you can't write as you talk. Speech is delivered orally. Back of it there's the speaker, the power of expression and above all the personality of the speaker. An agreeable personality casts a sort of a spell over the other fellow. In the hands of a man like you it's a tremendous force. When you see by the prospect's expression that there is something not entirely clear to him, you have a chance to hammer away on that particular angle until the point is driven home.

"But you can't do that with a letter. A letter

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makes certain statements and on the strength of these statements it either stands or falls. It is absolutely dependent on cold type to paint a picture—to get across an idea—**TO HOLD INTEREST.**

“Try it—all of you—when you get back to the office. Call in your stenographer and put the acid test on this idea that ‘writing is talking.’ Dictate a sales letter along these lines; then get somebody whose opinion you respect to read the letter and give you a candid criticism. Read the letter over yourself—note the lack of brevity—the lack of continuity of thought expressed—the repetitions, the long rambling sentences. You’ll soon realize that writing isn’t talking.”

There was silence for a second or two and then one of the group, turning to Smythe said:

“It’s your move, Frank.”

Smythe smiled as he flicked the ash from his cigar.

“All right,” he said. “If writing isn’t talking, what is it?”

“HEADWORK and HARDWORK,” was Hadley Martin’s immediate response. “Two things are required to write a successful letter—PAINS and BRAINS. The trouble with many letters is that they talk a lot but they don’t say anything. They lack ‘thought’ and ‘effort’! They’re weak—wishes-washy—in construction.

“Letter-writing is one of those jobs which requires as

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much common sense as anything else. No letter is going to pull, gentlemen, unless every sentence ‘says something!’ Every word in it must be right. We have all struggled at one time or another for a word or a phrase that would drive home the thought it was intended to convey—and do it with a punch. Sometimes the right word didn’t come so easily and we called in others for help. I for one have spent hours, yes, days, on a single letter.

“They tell a story about Mr. Patterson, President of the National Cash Register Company, how once he called a conference of several of the leading executives of his organization—how these highly-paid men closeted themselves in a room in New York and for two days worked on a piece of copy consisting of only 250 words. Think of it! The President, the Vice President, the Sales Manager and the Advertising Manager of this huge organization spending two days on a 250-word circular! Did it pay? Yes—it produced better returns than from any direct-by-mail literature they had ever mailed out.

“I tell you, gentlemen, some successful letters HAVE been dashed off in a hurry but they’re few and far between, and even then if you investigated you’d more than likely find that back of these letters were a lot of thinking and ‘mind-writing’ for days and days.

“Take the professional letter-writer. He does noth-

LETTER WRITING

ing else but write letters. That's his business. And yet if you asked him how it was done he would tell you it was anything but easy. He would tell you how it was necessary to have a plan—a definite plan—to work on before a single word was written. He would tell you how every sentence, every paragraph must be carefully built up, with each thought growing out of the preceding thought and forming a perfect whole. All this requires pains and brains—lots of it.

"A successful letter, gentlemen, one that people read and believe, is one that puts across an idea clearly and interestingly and in the fewest words. As I said before, writing a good letter is painting a picture in the other fellow's mind—a picture that attracts, interests and convinces—appeals to his desire for possession and makes him want to buy.

"To do this, it requires thought. It necessitates going carefully over every sentence, every paragraph, and *thinking*. 'Is this statement true? Is it clear? Could it be better expressed? Is there anything about it that could possibly antagonize the reader? What bearing has this on the matter? Why should this interest the reader? Why should he buy now, etc.?' These are the tests that must be applied so that every word in your letter, every sentence, every paragraph, will play its part in driving home your appeal.

"Let me tell you of a case that was brought to my

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attention this morning. It well illustrates my point. As you know, quality considered, my firm offers the best value for the money. Because of patents no other firm can offer a product of equal quality. Yet, one of our competitors unjustly claims theirs is IDENTICAL—produced the same way—and as an inducement offer a lower price. You might say that's poor business on the part of the competitor, but that's not the point.

"Some months ago we received an order from an old customer of ours. Before shipment was made they advised they would require more material than they contracted for, and requested a quotation as to the price that would apply in view of the fact that they intended to increase their order from \$1,950.00 to \$3,300.00.

"Quantity, with us, is not a factor in cost, consequently our price is necessarily the same for both large and small orders. We wrote these clients so. We explained why, adding that if we had a better price they would get it irrespective of quantity for the reason that they had been good clients of ours for years and we appreciated their business.

"Ordinarily, this would do, but in this case our letter and our explanation were not at all satisfactory for they came right back at us and made it clear they were not at all satisfied and that in view of our position they would go ahead with their contract; but the increased

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material they would get from Blank and Blank whose price represented a saving of \$300.00.

"Gentlemen, from the tone and brevity of their letter there was no question that we were about to lose a good customer—that they would just as soon not have had a contract with us—that they were under the impression that right along they had been paying us more money than they would have paid this competitor for an article represented as identical. You can well appreciate their feelings toward us.

"Our sales manager handled this case. He realized immediately that the letter had to do two things—adjust this grievance first and then sell this client on the superiority of our article. His letter, of which I have a copy, shows plainly that he gave the matter considerable thought. He could have gone on and explained why our product cost more—that it was superior—produced this way and that way, but he didn't. He took a shorter and more certain route. Here is his letter:

"Gentlemen:

"That's mighty fine of you to write us so frankly
—and I appreciate it.

"We CAN'T make you a better price. Fifty-five dollars is the best irrespective of quantity. Copy of the price schedule our representative showed you is enclosed.

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"I can well understand why offhand you should be tempted to forward an order, because of price, for the additional material to Blank and Blank. And, I say to you, do so if you wish. But, INSIST on a better price for they have sold their product, and on orders for considerably less quantity than the one you offer, at \$45.00.

"My only suggestion is that in sending your order to this concern you cut it down to the minimum, and the other you send to us because here's what we propose.

"When you have the two products—compare the quality of each and if ours is not superior by MORE than the difference represented between our price and their LOWEST which be sure and get—we will make our price to you \$45.00. AND, ON THE ENTIRE ORDER. In other words we GUARANTEE to give you more value at \$55.00 than our competitor at \$45.00. That's fair, isn't it?

"I shall be glad, indeed, to hear from you relative to this suggestion at your earliest convenience.

"Very truly yours,

"I know you are going to ask me 'did they take him up,' and I'll answer that before you do. NO, they did not. In the face of what he said they could do nothing other than send us the entire order."

At this point Frank Smythe rose to go.

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"What's the hurry, Frank?" asked one of the men at the table.

"Got to get back to my office," was the reply. "I had a sales letter going into the mails tonight but it's going into the waste basket instead. I've got a new slant on this letter-writing business. Hadley Martin's got the right dope. It isn't a question of writing as you talk, but thinking before you write."

CHAPTER III

HOW TO WRITE A SUCCESSFUL LETTER

The opening.

The most difficult part of a sales letter is the opening. Upon the care that is taken with this depends whether or not the rest of the letter will be read. The opening must be so worded that it will grip the attention of the reader—make him read on.

A good opening from an actual sales letter is as follows:

“A young fellow came into our store the other day wearing a new suit. It was stylish. The cloth was good. The workmanship was careful. But there was something wrong with the suit. The young man didn’t like it and didn’t know why. We told him.”

With such a start as this the reader’s attention is immediately gripped, his curiosity aroused. It is safe to assume that he will read the rest of the letter.

Another successful letter started out as follows:

“You have probably spent some little time in teaching your boy the value of a dollar—it’s a problem with all parents.”

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What mother would not be interested in a letter with such an opening? Its appeal is irresistible because it concerns her boy, and every boy is the most interesting thing in the world to his mother no matter whether he is gentle and refined in disposition or the terror of the entire neighborhood.

Contrast the previous openings with the following:

“We have been in business for twenty years and
should like to call your attention to our new
Spring merchandise.”

Here there is no interest aroused. The most vital part of the letter is dull, dry, uninteresting, and it is not to be wondered at that such a letter fails in its purpose. The worst sin in the beginning of a letter is dullness—almost anything else has a chance of success.

The successful life insurance solicitor does not start out with: “Do you want to buy some insurance?” He asks you: “What would happen to your wife and kiddies if you went to sleep tonight and never woke up?” Such a statement grips the interest, paints a vivid picture and makes a man think.

In beginning a letter avoid all worn out and meaningless phrases such as “We beg to advise,” “We should like to call your attention,” “We take the liberty,” “We shall be pleased,” and hundreds of others like them. They strike the wrong note at the start—it is

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impossible to get personal interest in such stereotyped, impersonal language. The same is true of the old-fashioned, complimentary close "Hoping to hear from you," "Trusting you will find our goods satisfactory," etc. Write naturally—strive for an easy, natural tone.

Whenever possible, catch your prospect right at the start in the sweep of a new idea, something that may never have occurred to him. There is no surer way to arouse his interest and get his attention.

A good play or a good book always starts out with the stage set, the characters in the midst of their action and the story in full swing. The sales letter should do the same—begin with the actual facts which the reader wishes, or needs, to know.

But even after you have attracted the attention and stimulated the interest of the reader, you have only made a beginning. You have still the task of holding that interest while you point out the superiority of your goods or your service and make such inducements as will bring the prospect in.

The body of the letter.

It can truthfully be said that writing a good sales letter does not begin with writing at all. The successful letter, like every other successful piece of work, must be the result of a carefully thought out plan.

The first essential is to concentrate the mind on the

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message to be written and the people who are to receive it. Try to write exactly what you mean. Write simply, clearly, and as forcefully as you can. *Outline your letter first in the rough*—then go over it time and time again until you have painted your picture in a few simple, strong, concrete sentences.

Let your letter be decisive. The big achievements of today are the work of men who know their own minds. By exactly the same law of cause and effect the letter that is a factor in getting results is the letter that has decision. The indefinite, wavering letter is a waste of postage, stationery and time.

Let us take a good letter—one that has brought actual results—and analyze it:

“Dear Mr. Jones:

“Sedentary workers have most of the foot difficulties. ’Seems queer, doesn’t it?

“The executive who gets to his office and sits at a desk all day, with people to run his errands, is more apt to have trouble than the man who walks constantly.

“The reason is simple. A salesman, for example, buys his shoes to live in. A small pinch will cripple him. He makes a science of comfort and gets the best looking COMFORTABLE shoes he can. The desk man, on the other hand, is all too apt to get the most comfortable

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GOOD LOOKING shoes he can find. He doesn't use his feet much anyway, and a small stiffness seems a small matter.

"Yet in time that stiffness 'gets' him. Ill-fitted shoes cause misaligned bones of the arch and heel; and these are responsible for a surprising amount of misery.

"The style, quality and workmanship of —— shoes are too well known in all parts of the United States to need any defense here. But we are proudest, Mr. Jones, of our skilled fitting service. Will you try it?

"Very truly yours,"

This letter, of course, is of the conservative type. It was purposely made so because of the people it was desired to reach and the quality of the merchandise sold. The plan of the letter consists essentially of three steps developed in logical order. They are:

1st—The fact that those who are the least on their feet suffer the most from foot troubles.

2nd—The reasons for this.

3rd—The good shoes and skilled fitting service of the store sending out the letter.

Observe the effectiveness of the opening paragraph.

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“Sedentary workers have most of the foot difficulties.
’Seems queer, doesn’t it?’”

This is a fact that the average executive has perhaps never realized. Consequently, when he sees this statement he is aroused out of his regular trend of thought. He reads on—gets more facts—and his interest is carried along because the appeal is coupled with his own problems and his own needs.

This letter hangs well together—develops its theme point by point. Each thought grows out of the preceding thought and forms a perfect whole that creates one big idea—that the shoes sold by this store are the best shoes to buy.

To be successful, a letter must have a single, definite idea. It must have a continuity of thought that carries the reader along without a break. This idea cannot be conveyed to the reader unless it is presented logically. He won’t get any kind of an impression from what you are saying to him unless there is unity of thought in the composition. He cannot follow the argument unless it is the continuity that holds the letter together and gives it momentum.

The commonest cause of lack of punch in a letter is the temptation to wander away from the main idea. This is what one concern wrote to its prospects:

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"It will pay you to deal with us. Our catalogue is the largest of its kind ever issued. Every pump is put together by hand and tested, and we can ship immediately on receipt of your order.

"If you examine our catalogue you will find that we carry the largest stock of goods in our line in the country. Should our goods appeal to you we should be glad to have your business."

Apart from the poor style, there is neither unity nor logic in a letter like this. It gets nowhere, and yet it cannot be denied that there is in it the making of some good ideas. The fact that every pump is put together by hand and then tested, if followed to a logical conclusion, could be made to prove that the quality of the goods could be relied upon. The fact that this house issues the largest catalogue of its kind, if forcefully put over, might convince a man that *here is the place to buy*. But when the writer of the letter does not stick to his subject, the attention cannot keep pace with the changing thought—and the reader is unconvinced.

To reach your prospect you must have a message—a single, definite, clearly-stated message. Your idea is to bring him around to your way of thinking, and to do this you must explain and argue so logically that he cannot fail to be convinced.

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The close.

Just as the most difficult part of a letter is the beginning, so the most delicate and perhaps the most critical part is the close. The effectiveness of the close determines in great measure the response to be secured from those who read the entire letter. The appeal must do more than get the attention and interest of the reader—it must make him act. Of course in a letter constructed merely to build good will, the ending is not so vitally important, and yet even in this case the stronger and more convincing the close the better will be the results.

There was a time when it was considered proper to end with some such statement as "Hoping to receive your valued business, we remain." But today those who hope in this way are doomed to disappointment. Weak endings invite delay—and delay means inaction.

Too many letters begin attractively and hold attention throughout the process of creating a desire, only to slump away into a weak ending. The beginning is important—tremendously important—but unless the ending is strong the letter will be placed at a serious disadvantage.

Years ago it was discovered that a definite command made a successful close, and for some time letters screamed out such orders as "Do it now," "Act today," "Get the habit," etc. But now the command has lost

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some of its power; people respond more readily to a suggestive close. A few of such endings are as follows:

“Won’t you come in and look at these new Spring dresses? You’ll need one, and the time to get it is now—while the assortment is at its best.”

“It really is remarkable how reasonable prices are this season. Why not come in and see?”

“Spring won’t wait—why should you? Come in today.”

“Come in often—ever so often. Never buy anything you don’t really like. Never leave the store dissatisfied. Tell us about any little trouble. We’ll fix it—and quickly.”

“We have done our best to make this your favorite store. Won’t you come right in and see how well we have succeeded?”

Endings like these are admittedly less forceful than the command, but they have the advantage of greater courtesy and are more apt to produce action.

Enthusiasm.

It has been truly said that nothing worth while was ever accomplished without enthusiasm. Show a real salesman a really good article in a class of merchandise

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he knows about, and quick as a flash you will see his enthusiasm flare up. He will take that piece of goods out into the highways and byways. He will talk it, think it, dream it, and sell it because he knows deep down in his heart that it is a good, honest article and his pride in selling it will keep his enthusiasm alive.

The merchant who feels the same way about his store and his merchandise should have no difficulty, with the aid of this book, in writing a message that will drive home its appeal. A really enthusiastic letter—one that makes cold facts sparkle with life without being too effusive—is so refreshing that it is almost certain to pull. Take the letter, on page 38, for instance:

No woman could read a letter written in this chatty style without being influenced by its quiet enthusiasm. It has an individuality all its own—a vividness that makes the strongest kind of an appeal. The recipient may have read any number of advertisements about Easter clothes but this attracts her attention because of its enthusiasm.

Originality.

The letter that stands out—the letter that makes a lasting impression—is one that has at least a spark of originality and is bright, breezy and cheerful. This does not mean that the letter must be queer or freakish. By no means. Nothing is more certain to

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Balch, Price & Co.
Fulton and Smith Streets
Brooklyn, N.Y.

Mrs. John Peck,
221 South Fourth St.,
Brooklyn, N. Y.

My dear Mrs. Peck:

"Easter Sunday with no Bonnet
's like a page with nothing on it!"

And once you have the Bonnet, there's
the suit and scarf and blouse and hose you need to
go with it! Sure enough Easter is the only time in
the year when you buy YOURSELF presents. And why?
Because it's Spring! Could there be any better
reason?

You'll see another good reason, if
you'll drop into Blank's within the next few days.
Really, Mrs. Peck, the designers do have their best
inspirations with early Spring. We've noticed that
almost every year. What comes later in the season
is so often just repetition that has lost some of
the original spirit.

We have one of the best selections we
ever had, waiting for you right now. Won't you come
in---?

Very cordially,

Balch, Price & Co.

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weaken a letter—to distract the reader and defeat your purpose.

Originality in letter-writing is the expression of the individuality of the writer. Being original is nothing in the world but being natural—putting yourself on paper. Instead of using word tricks to interest your reader, dig down into your own experience, your own knowledge of human nature, and say the simple things, full of human interest, that are characteristic of yourself. Your letters will then be genuine because they are not clouded with vague meanings. They will be original because they reflect your personality.

Sincerity.

The source of all new business depends upon the confidence of the people it is desired to reach. Once that is won they will come in and buy because they want to buy.

Just as the man who is sincere looks you squarely in the eye, so the letter that is sincere speaks directly to the mind. It is not evasive. It does not beat about the bush but comes right out and tells its story in a clear, convincing way.

It is not a matter of honesty—no merchant today would intentionally deceive—but a man will sometimes unconsciously exaggerate—put into his ads and his letters strings of superlatives about “tremendous bar-

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gains" and so forth which are absolutely unconvincing.

D. W. Robinson, the proprietor of a department store in a town in Michigan, maintains a mailing list of prospects by the use of which he constantly draws business not only from the town itself but from an area of fifty miles around.

He has been unusually successful, and for this reason. He goes to the people direct with well-written personal letters telling the story of his methods and his business ideals. These letters make no attempt to sell merchandise but they do attempt to win confidence. They talk in language that is real, sincere and human and paint a pleasant picture of the store and the kind of service rendered. The inevitable result is that a large number of the people who receive these letters eventually feel that they ought to trade with Robinson. And they do it because his letters ring true. They are just as sincere and convincing as he can make them.

Almost without exception the merchants who have ceased to be ordinarily successful and have become extraordinarily successful are those who have stopped looking at sales exclusively and have set out to win public confidence through personal letters. Experience has taught them that when confidence is first created, sales automatically follow.

Sincerity is the weapon of conviction and—all things

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being equal—the letter that has sincerity shining out from every line of it is the letter that gets results.

Courtesy.

Above all else let your letter be courteous. One reason why many letters fail is because they do not open in a cordial, friendly way. They seem far away from one's immediate needs—remote in thought and helpfulness. There is nothing good-natured about them—nothing to indicate that back of them stands a human being with an honest desire to serve.

A letter may begin with the most pleasant salutation possible and end with the most complimentary closing that can be written and still lack courtesy. Courtesy is not flattery—it is just that genuine, old-fashioned politeness that considers the rights and feelings of others.

There is no place in any letter for familiarity. Just as you're a bit suspicious about a man who tries to get too friendly on first acquaintance, so you will suspect the motive behind letters that attempt to get into your good graces in the same way.

Your desire is to make the reader feel that the merchandise you have to offer is substantial and dependable in every way and that your store is the store in which to buy. To do this your letter must be unfailingly courteous from beginning to end.

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Every day sales are lost because the salesperson lacks tact. Perhaps when everything is in his favor he begins to flatter, to appear insincere or to "knock" competitors. On the other hand he may exaggerate, even ridicule, or become personal in his remarks.

The same is true of many letters—they lack tact—good judgment. Many a man who writes letters does not take the time or the trouble to THINK—to use his HEAD. To sit down and go at a letter in a hit-or-miss fashion, without a definite idea or a definite plan, is not to display good judgment. As often as not such a letter fails for the simple reason that the writer was too thoughtless or too tactless to present his proposition with judgment.

Think well before you write. Weigh word by word, phrase by phrase, the "copy" that goes into your letter and it will never offend the reader.

Appealing to Women.

In making an appeal to women, the very beginning of the letter should strike some vulnerable spot in the feminine nature, but it must be skilfully done in order that the motive is not too apparent.

The appeal to women should hover around her love of style, the needs of the home, and her desire for economy. Bring in any of these subjects deftly at the be-

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ginning of the letter and she will be an interested reader of the sales talk that follows.

The woman is the purchasing agent of the home. In a large majority of cases she must make every penny count, and the letter which displays a spirit of helpfulness in this regard is sure to gain her attention. The average woman does not have a large correspondence. Her mail is not so heavy that she will not find time to read every letter that appeals to her even slightly.

Most women are influenced by what other women are wearing and what other women do—there is perhaps no other touch so productive of interest and curiosity as a reference to what some other customer has ordered or what comments she has made.

But it is not enough to arouse a woman's curiosity. To bring her in, there must be some genuine, strong selling talk. In this connection it is well not to overlook the susceptibility of a woman to flattery, but it should be the *suggestion* of flattery, the compliment that is implied rather than one that is too obvious.

One sales letter began like this:

"Your natural beauty will be enhanced by Bank's facial cream. It cleanses and purifies the skin and improves a woman's looks so that she is admired wherever she goes."

This letter did not produce results. Coming to a woman who is only too conscious of her plainness, a let-

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ter about her "natural beauty" only causes irritation.

Contrast the previous opening with the following:

"The plainest gown you have will look well if your corset is the correct shape."

This one pulled. The writer did not talk about what could be done with handsome gowns. Instead, he constructed his appeal so that no matter whether a woman had only one dress or a dozen, the argument would apply with equal force.

It is the little things—the subtle insight into feminine nature that marks the successful sales letter to the woman. They are not things that can be set down and numbered in a book of this kind; they are rather qualities of mind that must be clearly understood and delicately handled. Rightly used, they are more potent than all the arguments and facts in the world.

Appealing to Men.

In writing a man, the appeal must be based on reason—logic. It is unwise to send a man a letter that makes him feel he is being argued into something. He is open to conviction but he wants to be "shown"—to know that he is going to get his money's worth. Give him facts that he can't resist. Let him feel that he has convinced himself—and he will come in and buy.

The following is good "man" copy. It is based on logic and "reasons why."

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"Strangers judge us by our clothes. We size them up the same way. It's the easiest way to judge a man.

"If the clothes are right, you give the man a chance. If they aren't, you go slow in your dealings with him. Maybe he's all right—but he doesn't show it.

"It's worth while for a fellow to care how he looks; but that doesn't mean he has to spend all he earns dressing himself up."

The whole letter—of which these paragraphs are but a part—carries conviction. It is carefully planned. Every sentence makes a definite appeal to the masculine mind, for it is based on that universal attribute—the desire to "get on" in the world.

Nearly every man has always in his mind a suit, a hat, a pair of shoes or some other article that he intends to purchase either when he "gets time" or when he "can afford it." For this reason the letter must be so constructed that it will stimulate him to an immediate purchase of some article on his "want list" or displace a necessity already there with something more necessary. The appeal must be made directly to his needs in an attractive, convincing, man-to-man way.

Above all else be original, be human, be interesting and sincere. Put aside all formality and unbend.

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Breathe into every sentence the breath of life and make your letter easy to read and easy to understand. Such letters are welcome wherever they go. They are the ones that get results.

CHAPTER IV

THE MAKE-UP OF THE LETTER

It was the custom, in a western town, for several merchants to get together after the monthly meeting of the Chamber of Commerce and discuss ways and means to increase sales. Although each of these merchants was engaged in a different line of business, it had been found that an occasional exchange of ideas was helpful and beneficial to all.

This particular meeting was held in the private office of Mr. Peck, president of the big store in that town. The others present were Hill, the head of a large retail furniture establishment, Pratt, the owner of the most exclusive boot and shoe shop in the community, and Leonard, the leading clothier.

There having been at the previous meeting some mention as to the effectiveness of personal letter advertising, it was arranged that this should be the topic discussed on the present occasion.

Peck claimed at the outset that letters are invaluable for making friends, and the more friends a store has the more successful it naturally becomes.

"Speaking from my own personal experience," he

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said, "I am convinced that letters are going to play a bigger part than ever in successful retail merchandising. Of course, it goes without saying that you have to have the right kind of copy—that's vital—but how much importance do you gentlemen attach to the physical appearance of the letter—the make-up?"

Hill hurriedly stuck his hand into his pocket.

"I can't give you much of an opinion on that," he said, "but I can say this. I've used letters and found out for myself they don't pay. I came here loaded for bear—here's a sample of a letter I sent out a month ago to a mailing list of a thousand. It didn't pull at all, and now I'm through with the letter game:" (See page 49.)

Peck took the letter, read it without comment and passed it along.

"You can't fool people with form letters any more," continued Hill. "That day has passed. Like you fellows, I get form letters in every morning's mail. I can tell at a glance that they're circulars and down they go into the waste basket—UNREAD. This doesn't answer your question about make-up, Mr. Peck, but it's my opinion nevertheless."

"You HAVE answered my question but you don't know it," replied Peck with a smile. "However, we'll discuss that later. What's your opinion, Mr. Pratt?"

"Personally, I believe in the use of letters," said

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Sample

Clinton, Ia., Sept. 13, 22.

Dear Sir:-

We suppose that you are about ready to purchase some new furniture, so we are taking the liberty of writing you regarding the arrival of our winter stock of furniture and we state without fear of contradiction that this furniture cannot be duplicated in CLINTON at the same prices.

It's easy for a merchant to make a statement but it's hard, sometimes, for him to prove it, so now we have made the broad assertion that our furniture cannot be duplicated, we put it squarely up to you to try it.

Comparison is still our best salesman, convincing yourself is still our far better than allowing anyone else to convince you, so when you buy furniture this fall, look at as many lines as you wish---and we feel sure you will do as hundreds have done---come to this big new and beautiful enlarged store.

Our new prices this season are attractive, and we guarantee these prices to be ten to fifty dollars less than elsewhere and remember this---you can be on the easy payment plan.

Hoping to have the pleasure of serving you in the near future, we beg to remain

Very truly yours,

Sample Furniture Co.,

FIGURE I. Obviously an ordinary circular.

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Pratt. "It's true that the returns from our letters aren't what they should be but we're satisfied. The way we do is this. Usually, when we contemplate sending out a letter, we have some cheaper letterheads run off for the purpose and we have the letters processed on these by a concern down the street. One or two of my girls "fill-in" the names and addresses. Here's a sample of one that we mailed out not so long ago. I don't believe that people could tell that this was not a personal letter:" (See page 51.)

The letter was passed around. The only comment came from Hill. "It doesn't change my opinion of letters," he said, "but I will say it's a better looking job than mine."

Next came Leonard.

"I use letters very frequently," he began, "and the returns are good, quite good. But you see I'm not only strong on copy but I'm rather particular how my letters look. Pratt's letter isn't bad but it doesn't look like a personal communication—and isn't received as such. In spite of what he says, people CAN tell the difference between such a letter and one that is really personal. The proof of that is seen in the fact that Pratt himself admits his returns aren't what they might be.

"In my opinion every letter should look as much like a real, individually typed letter as it's possible to make

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Mrs. James McGowan
176 Walnut St., City.

Dear Madam:-

We want to tell you a few things about shoes this morning.
It happens to be the thing we know the most about---of course, we would prefer to show you---

Our Fall footwear has just arrived. There are some styles that are particularly good, in dark-toned leathers and dull tan, for the woman of good taste.

A woman came in yesterday, an old friend of ours, for a pair of Fall oxfords. She mentioned that the last shoes she purchased pleased her and that's why she returned. Our old customers gladly tell us of the pleasure they take in our goods. It is because we take such pains to give you the right shoes.

May we show you these new styles which have come in?

Very truly yours,

O'Brien & Henry, Inc.

FIGURE II. A poor "fill-in" job.

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it. If you ask people to read your letters it stands to reason you should make these letters as attractive as possible. At least that's the way I feel about it. To begin with, I do not use a cheaper letterhead. In fact, I use better stationery. I get something neat and attractive, printed on good bond paper, something worthy of the house it represents. Then I see that the typographical arrangement of the letter itself is right. I never crowd a lot of copy into one letter. I have good wide margins all around so that what I have to say will stand out clearly. I see that the indentations are right, that the spacing is right and the paragraphs properly arranged. All these things help.

"I have my letters processed and filled-in by the same people. Here's one of them for you to look at:"
(See page 53.)

Pratt reached over for the letter and looked carefully at it. But he said nothing.

"I'm very particular," continued Leonard, "about matching the name and address to the body of the letter. A badly 'filled-in' letter is little better than a circular. I should say it was less effective. If it wasn't for the cost I'd be inclined to have all my letters individually typed. As a matter of fact, whenever I have some special announcement to make and comparatively few letters are needed, I have the stenographer write them out one after the other for days at a time and sign

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October 14, 1922.

Mr. Frank Johnson,
45 Main St.,
Washington, Pa.

Dear Sir:

Shrewd, keen men look carefully at the DETAILS of a stranger's dress, when they are about to do business with him. They know that the condition and quality of a man's hat---his gloves---his linen---will tell us much of his character even as his face or his speech.

The man who gets his hat here will never have occasion to be ashamed of it. His shirt will satisfy the most critical; for its cut and fit as well as its materials and texture, will be Right. In fact men who are outfitted by us have the assurance that their dress accessories will be as they should be, in every way.

We handle only suits and overcoats of our own manufacture which we sell direct to you, saving the middle-man's profit. We supply also the smaller things which are so important to the man who appreciates how important to his success it is to LOOK successful; who cares what people think of him!

Yours cordially,

T H E H U B,

JBL:HMP

By *Henry C. Yukof*.

FIGURE III. A good "filled-in" letter.

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them myself, personally. The returns in such cases are always greater."

Peck carefully laid down his half-smoked cigar and pointed a finger at Leonard.

"You're on the right track," he asserted. "That's why you're getting results. Personally, I've always claimed that there was a whole lot to the physical appearance of a letter, but at a direct advertising convention I attended in New York this was brought home to me stronger than ever. By a stenographer, too—a woman. And I want to tell you, gentlemen, that what she said made a lot of big executives sit up and take notice. She talked for half an hour and I only wish I had a stenographic report of what she said.

"The point that hit home hardest was the picture she painted of a letter being opened by the recipient—of the impression immediately made—and how on that first impression depended much. 'A salesman's looks,' she said, 'may be against him, but he has an opportunity through what he says—by the brains he displays in his selling talk—through his persistency—to get attention—yes, and to land the order.'

"A letter has no such opportunity. Immediately it is opened the optic nerve acts—an impression is made even before a word of the letter is read—and upon that impression depends whether it will be considered in a receptive mood or not.

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"Hill, you show us something which you call a letter—one of a thousand which you put in the mails. You tell us it didn't pull and I don't wonder. Frankly, I wouldn't call it a letter. No. It is the cheapest kind of a circular—the letterhead and the letter were printed at the same time. To save expense, I presume, but one thing you are to be congratulated upon—you did not attempt to 'fill-in' the name and address.

"I said you had answered my question as to how much importance you attached to the make-up of a letter. Here's what I meant. You yourself admit that just as soon as you recognize a letter is a circular, you send it into the waste basket unread, and yet you have the nerve to ask others to read what you, yourself, refuse to read."

In the laughter that greeted the last remark everyone joined—including Hill.

"Let me tell you of a recent experience," Peck resumed. "Last week I received a letter from Chicago—from one of the big houses there—asking why we had stopped doing business with them. That letter was poorly 'filled-in,' obviously a circular with a rubber stamp signature. I read it solely because I knew the house, but do you think for a moment I was flattered or made to feel that this big Chicago house was really concerned why we had stopped doing business with them? No! And you wouldn't be either.

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"Now on the other hand suppose that letter had reached me neatly TYPED by a stenographer with the President's personal signature on it. Wouldn't common courtesy have compelled me to acknowledge and answer it? Wouldn't such a letter have made an impression? My account with that firm formerly ran into a good many dollars a year. Surely it would have paid them to show me that little personal attention—that consideration—to write me a personal letter.

"Going back to that letter of yours, Pratt. What did you think you were doing? Deceiving people into believing your letters were really personal? Surely you never had any such idea. But—if you did, you are all wrong."

Pratt smiled and scratched the back of his head.

"Let's take a look at your letter again," continued Peck. "It's one of those run off through a stencil. You say you don't believe people can tell the difference between it and a personal letter, but is it wise—is it good business—to gamble they can't? Are not the people we try the hardest to get and who ARE the hardest to get, the most critical?

"We are all good advertisers in the local papers, and we're mighty careful to get good-looking lay-outs. Why? Because our ads are right alongside of those of our competitors and we want ours to stand out—to appeal to the eye—to attract and hold attention.

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"Then why shouldn't we be just as careful about our letters? Because our letters don't go out in company with the letters of our competitors isn't any justification for slipshod or slovenly work. The fact must be faced that the letters of our competitors may have either preceded or may follow ours, and if they have it on us only for looks—for appearance—isn't that enough?

"Let's be frank about it, Mr. Pratt. Look at the address and the salutation in your letter. Do they match the body of the letter? No! The 'fill-in' is obvious—it strikes the eye at first glance and stamps your letter as a circular. Personally, I would much prefer to omit the 'fill-in' entirely if it can't be made a perfect match with the body. The same is true of the signature. If it isn't a perfect facsimile—one that really looks like the work of a pen—a typewritten one is more desirable.

"Letters processed like yours, Mr. Pratt, have their purpose. For price lists, bulletins of various kinds and ordinary announcements where personal attention is not a consideration, they are satisfactory, providing no attempt is made to make them appear as personal letters. They answer certain definite purposes and for those purposes can be used. Personally, I dropped the 'filled-in' letter years ago—discarded it as obsolete—out of date."

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Leonard interrupted immediately.

"What DO you use?" he asked.

"I'm coming to that now," replied Peck. "We are all interested in results. With us the ever-present problem is sales—how to get more sales—how to pull more customers into the store. Every cent we spend toward this end is one of two things—an investment or an expense. If it brings returns it's an investment. If it doesn't, it's an expense. Look at this letter:"
(See page 59.)

"It's an actually typewritten letter," spoke up Leonard, after examining carefully both sides of it.

"No, it is not. This letter is the work of a New York concern I heard about while in Chicago two years ago," continued Peck. "These people, I understand, have invented machines on which with one impression they write the entire letter including the name and address, the personal salutation, the prospect's name in the body and the letter itself. That's why they say Press-written instead of typewritten. There's no 'matching' to worry about for the simple reason that by their method there isn't any 'filling-in'—every letter is just as personal as one that is written by a stenographer and signed with a pen."

"Yes," broke in Pratt. "It's a better letter, but you

THE MAKE-UP OF THE LETTER

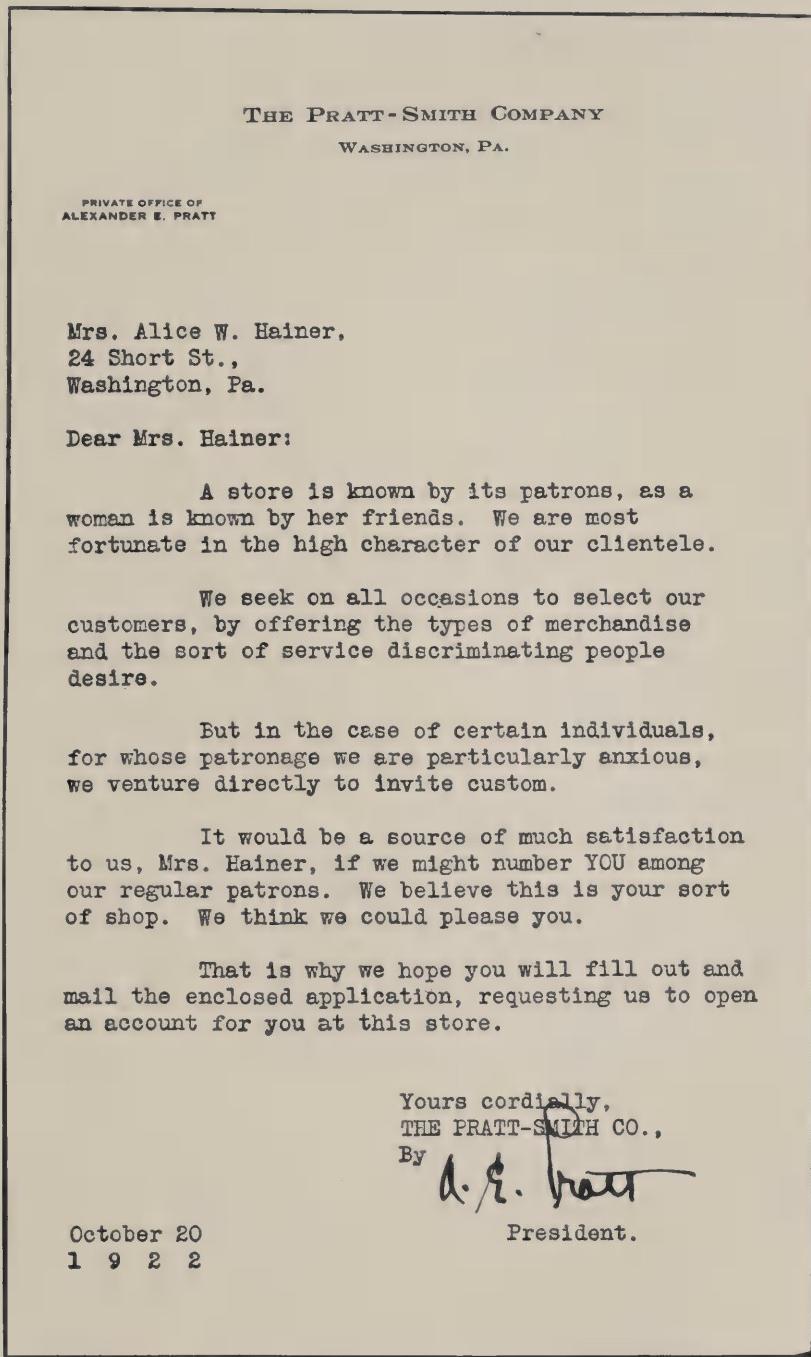


FIGURE IV. A Presswritten Letter—the equal of typewritten work.
Produced solely by The John Service, Inc., New York.

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are paying a better price. The letter I showed you cost me \$35 a thousand, including postage."

"Wait a minute," continued Peck. "That's a good point. Let's go into it. You say 1000 letters including postage cost you \$35. Out of a thousand people you reach, frankly, how many do you suppose read your letters? Five hundred?"

Pratt hesitated for a moment.

"I never like to fool myself," he said at length. "Suppose we say, for the sake of argument, two hundred."

"All right," answered Peck. "Then at that rate you're paying \$35 for two hundred readers, or five times that much, \$175.00, for a thousand readers. Now the next question that comes up is whether these two hundred people were impressed by letters such as yours. Personally, I doubt it. Wouldn't you have done better if you had right at the start decided to use better letters—that is—letters with a personal touch? You might not have had so many for your money, but after all it's the number of readers that counts—not the number of letters.

"I do not hesitate to tell you that I have found this type of Personal Letter advertising the most effective and economical method, not only to bring new customers into the store, but also to revive inactive accounts.

"Here's an experience we had only last week. A

THE MAKE-UP OF THE LETTER

certain Mrs. Woods came into the store after an absence of over three years. She made purchases amounting to \$140 and voluntarily explained to the sales girl that at one time she had been a regular customer but had stopped buying because the last time she was in the store one of the girls had mimicked her. She felt so hurt she resolved never to come in again, and for three years she didn't. Then she began to get letters from me—letters like this one I have shown you. She thought they were personal communications and figured out that in some way I knew there had been trouble and was anxious to set it right. That's just one case.

"Here's another. Not long ago I made a special drive on inactive accounts—came right out and asked the people who were not buying of us exactly the reasons why. I invited them to be frank—to make any adverse criticism they cared to—and I can tell you, gentlemen, that we got a lot of valuable information, to say nothing of a lot of business, and we learned of complaints and grievances that we never knew existed. For instance, in one case the lady wrote and said that her reason for not buying any more was because of our reckless drivers. It seems she had been almost run down by one of our men, and as a result of the shock had resolved never to spend another dollar at our store. We quietly investigated the matter and

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found she was right. Our delivery wagons were being recklessly handled by some of the drivers and changes in that department were made. In less than two months there was a decided reduction in our repair bills.

"If we had used ordinary filled-in form letters for this purpose, the response would have been almost nothing. It was the real personal touch in the letters —plus the good 'copy'—that did it."

CHAPTER V

THE FOLLOW-UP

The theory of the follow-up.

Psychologists tell us that it takes at least five repeated impressions to firmly implant an idea of any sort in the mind of the average human being. Here, in a sentence, is the theory of the follow-up—the idea of wearing away resistance by repeated appeals.

To implant an idea in the mind of the prospect—to educate him to think about your store and your merchandise the way you want him to think—to make him come in and buy—this is the purpose of the follow-up. It is accomplished by appealing to the individual persistently and from different angles. Through a series of letters argument is added to argument, reasons developed to their logical conclusions, confidence gained and the indifference of the prospect broken down through cumulative effect.

One blow of a hammer will seldom drive a nail all the way into a board—it takes blow after blow to do the work. So it is with the follow-up. One appeal is not always sufficient. It is the constant hammering

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home of the appeal from different angles that must be relied upon to get results.

Applying the follow-up.

Let us take an illustration. Smith, the merchant, decides to go after Brown's business. Brown has for years been trading at another store and the merchant must face the fact that during all this time Brown undoubtedly has been getting the right kind of merchandise and the right kind of service and is satisfied in every way—in fact has a friendly feeling toward the store where he trades. Smith, therefore, cannot expect that with a single letter coming right out of a blue sky he can bring to a termination a pleasant relation which has existed for years. In such a case one letter serves merely as an introduction—the planting of the seed.

To win Brown over, Smith uses a series of letters. These messages are friendly, earnest, sincere, and speak in an interesting way about Smith's store, his merchandise, his policy of satisfying every customer and his desire to have Brown's trade. Each letter as it comes along gets a little closer to Brown by appealing to his self-interest; each revives and reinforces the impression made by the preceding letter and gradually wears down the barrier that stands in the way.

It may be any one of several things that eventually

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brings Brown in—some news about Smith's store or store events—a bit of sentiment—an appeal to the emotions—or a hard-headed bit of reasoning. On the other hand it may be none of these in particular but the cumulative effect of them all.

How long should a follow-up continue?

No arbitrary rule can be fixed as to the number of times to follow up a prospect, any more than a salesman can tell in advance how many calls will be required to close a sale. Sometimes the first, the second or the third letter will produce the desired result; at other times it takes long, persistent effort to win over some particularly hard-shell prospect.

A clothing store in Ohio had a farmer on its mailing list for two years, during which time he received a dozen letters, apparently without effect. This store ran a sale of boys' clothing, and as the farmer had a son a follow-up was directed at the boy. One day the farmer appeared at the store with the boy.

"You can't get my trade," he announced. "The Bon Ton gets all my business and has for thirty years. But my son wanted to come on account of those letters you've been sending him. Here he is—see what you can do for him."

The letters in the follow-up that fail to win over a given prospect may arrive at a time when he is busy

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with other things. Again, he may not be in the market for the particular class of merchandise involved. On the other hand he may decide to buy but forget to do so.

But no matter what may be the cause for inaction on the part of the prospect, an impression has been made by letters received—certain arguments have been driven home to his subconscious mind—educational work has been done—and a reminder later on in the form of another letter may be all that is necessary to secure his business.

If the prospect happened to be busy before, he may not be busy when a subsequent follow-up reaches him. If he was not previously in the market, the chances are that a later letter will reach him at a more opportune time. If it is just a matter of oversight, then the next letter will undoubtedly bring him in.

A man in North Dakota who had received three follow-up letters from a store in that state was so impressed with the desire of that store for his business, and the attention he had received, that he called up on the telephone from a distance of 17 miles and said he would call as soon as he could get around to it.

It has been said that more good business is lost through the premature abandonment of the follow-up than perhaps through any other single cause. Suppose, for example, that a merchant secures from a sin-

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gle letter directed at a thousand names sixty new customers. That leaves 940 people still on the outside. These people all have been more or less influenced by the appeal. The chances are that many of them are in a receptive mood but for one reason or another have not responded. To drop these people at this stage would not be good business. They represent an investment both of money and time, and a little further persistence may turn a goodly number of them into permanent customers.

People are not all alike. The appeal that lands one prospect may have no effect upon another. For this reason every follow-up should contain a new angle of presentation, a new approach to the prospect's interest.

Mr. George Metzgar, one of the men who helped to make the phonograph famous, was once engaged to take charge of a book business. One day, while hunting around a storeroom he came across an old mailing list covered with the dust of many months. This list was old and had apparently been worked to the limit, but with the right kind of a follow-up it sold \$25,000 worth of goods at very small cost.

A Chicago letter expert was called upon by a store in that city to handle its direct advertising. He found 15,000 cards containing the names and addresses of prospects stacked in shoe boxes and ready to be sent to the furnace because they were hopeless—"dead."

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From them he produced \$8,000 worth of business at a cost of slightly over \$300.

Various uses of the Follow-Up.

Through the follow-up a man may be given at regular intervals news of interest about your goods or your store. A woman may be told of coming fashions, special and seasonable sales, etc. Advance notices of the latest styles are especially interesting to a woman, and when she is followed up this way by letter she is far more impressed with the store that takes the trouble to keep in personal touch with her than she ever would be through any other form of publicity.

A specimen of such a letter is given below:

"My dear Mrs. Peck:

"It has been said that American women will never accept the long skirt. They're too independent—too much emancipated.

"But one of the city's leading women 'voters' came in the other day charmingly dressed in a most feminine way, and chose one of our new afternoon frocks, a distinctive Paris design, with the long side panels. There was a short skirt beneath the panels, to be sure—we need not take the long skirt too literally, you see.

"Styles are inclined, this Spring, to go back to 1880 and further, with the colonial side buffont, real lace

THE FOLLOW-UP

collars, full sleeves and bands around the hair. Perhaps we will be bowing and minuetting again, before we know it—in a modified fashion, of course!

"There's no better way to get an idea of style trends, Mrs. Peck, than to drop into our store when you DON'T need anything. Then you can look at everything—and soon become one of the 'They's' who can 'say' things about Style.

"Cordially,"

When a woman receives an attractive follow-up like this—announcing the arrival of new styles—she is not likely to make her purchases at a store where she is unknown and which takes no personal interest in her trade.

The man who has been buying his clothes from the clothier on Main Street may decide to try out the new store on Market Street, but if at that time he receives a follow-up letter from the old store reminding him of the service and satisfaction he has received in the past, or telling him of attractive new merchandise, the chances are that he will conclude not to risk a change.

In sending out such follow-ups the retailer is assured of a hearing, for his customers are his friends. They know his method of doing business and have confidence in what he says.

Many merchants use the follow-up to follow the cus-

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tomer home and make sure that the goods are giving satisfaction—in other words to keep the customer “sold.” A solicitous letter is sent out two or three days after the purchase is made, inquiring whether the goods are entirely satisfactory and with the request that if such is not the case an opportunity be given the store to set the matter right.

A clothier follows up every customer in this way:

“About that suit you bought here a few days ago—
are you thoroughly satisfied with it in every
way? If not, come in and let us fix things up.

“You see, it isn’t just a question of dollars and cents with us. We want your friendship as well as your trade, and for us to get this you’ve got to be satisfied first. As a matter of fact, we want you to be so well satisfied that you’ll not only buy ALL your clothes here but commend us to your friends.”

By the use of such a letter many a chance purchaser is turned into a steady customer and regular patrons are tied firmer than ever to the store.

A shoe merchant in Boston follows up every customer with a letter reading as follows: (See page 71.)

This letter creates the immediate conviction that here is a store which sells satisfaction as well as merchandise. The thoughtfulness back of the idea goes a long way toward binding the customer to the store and assuring his future business.

THE FOLLOW-UP



Boston, Mass.

WE APPRECIATE YOUR BUSINESS		THIS IS A DUPLICATE OF THE RECORD IN OUR FILES OF YOUR SIZE AND LAST. YOU MAY ORDER BY PHONE OR MAIL.			
NAME		J. K. Henderson,			
STREET ADDRESS		111 Long Ave.,			
CITY		Boston.			
DATE	SALESMAN	STYLE	SIZE	WIDTH	PRICE
Dec. 10 1922	5	2800	9	E	\$ 9.50
REMARKS					

Are they satisfactory?

We're referring, of course, to the shoes you recently bought here. We'd like to know if they still fit well and show every sign of wearing well. That's why we ask---

ARE THEY SATISFACTORY?

If not, we owe it to you to make good, and all we ask is the opportunity.

You see we're selling satisfaction in this store as well as merchandise, and we want you to get a full share of both.

Drop in whenever you're passing.

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A furrier in New York keeps a careful record of the name and address of every customer and follows up these customers with a letter pointing out the advantages of his summer storage facilities.

Follow-up letters soliciting charge accounts constitute one of the most important kind of letters sent out by many merchants. The following is a well-worded invitation to open an account:

"Dear Mrs. Henderson:

"It has always been our ideal—ever since we started in business over fifty years ago—to make shopping here as convenient and pleasant as possible.

"It is this that prompts us to say, Mrs. Henderson, that we are not serving you to the full extent we desire. We feel that you are entitled to the convenience of a charge account—to be able to do your shopping here without the necessity of paying cash or sending home your purchases C.O.D.

"In your case, to open an account entails no formalities, no requests for references of any kind. All we ask is that you sign the enclosed card and send it back to us in the stamped envelope also enclosed.

"Your charge account will then be opened and awaiting your pleasure whenever you find it convenient to call."

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A store in the middle west decided as an experiment to go to a list of a thousand of the wealthiest residents in the town with a letter similar to the one here given. As a result, 256 new accounts were opened by substantial, prosperous people.

Inactive accounts also may be brought back to life through the follow-up. The sales made to such customers are easy to check, and this affords the store an opportunity of drumming up many customers who have not recently purchased. The customer who has drifted away from a store for no particular reason may very often be won back by an occasional follow-up letting him know that the store misses his business and would like to have him once more numbered with its customers. The same is true of the man or woman who has drifted away because of a real or imaginary grievance.

Here is a good example of an inactive account follow-up:

"Dear Mrs. White:

"Human nature is pretty much the same the world over. It doesn't like to be forgotten. Somehow, we feel as though this store must have slipped your memory.

"We hardly believe, Mrs. White, that your infrequent visits could be due to any dissatisfaction.

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tion. But, if anything occurred to cause you displeasure or inconvenience, won't you call and tell us what it is?

"Most of our patrons seem enthusiastic over our service and merchandise, and because we do not often lose a good customer, we felt impelled to address this letter to you today.

"We cordially invite you to renew your habit of visiting here. It would be a special pleasure to know this letter had accomplished its mission.

"Yours very truly,"

This letter, together with two others, was mailed by a New England store to 2300 former customers, of which number 825 came back. The average purchases of these people during the following year were not less than \$100 or a total business from three letters of over \$80,000.

Using a series of letters to a mailing list of 1200 former customers, a store in Illinois secured 66 2/3% results, or a total of 800 inactive customers brought back to life.

There are hundreds of stores all over the country with literally thousands of dead names in their files, a large percentage of which could be transformed to the active customer list with the right kind of a follow-up.

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A retailer in Denver sends a follow-up to the children of that city at various times of the year inviting them to come to the store for school supplies. Several weeks before commencement he also mails a letter to each member of the graduating class calling attention to his stock of shoes, gloves, hosiery, etc., suitable for the occasion. Indirectly, these letters are aimed at the parents, but the merchant does not overlook the real worth of the good will and the friendship of the children.

An Indiana furniture store watches the newspapers for birth announcements and a letter reading as follows is addressed to every baby born in town:

“Dear Baby Brown:

“We are very much pleased that you have selected Indianapolis as your home. May you always find it a happy home, full of the good things of life.

“Now, Baby Brown, we want you to bring your mother to this store to get a cute little rattle that is waiting here for you. It is a present from us. And while you are here it might be a good idea to pick out your baby carriage and the other things you’ll need.

“Come in just as soon as ever you can.

“Very truly yours,”

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By means of this unique appeal to parents, the store in question secures most of the baby carriage business in town.

As the society columns of the newspapers almost daily announce the engagement of one or more couples, it is the duty of a clerk in one store to enter the names and addresses of these young people on cards, and as the time for the wedding approaches, the prospective bride and groom are followed up with timely suggestions as to furniture, clothing, etc. It has been the experience of this store that a series of such letters is certain to produce business.

In a small Wisconsin town a jeweler secures a list of all guests invited to weddings, birthday parties, anniversaries and other occasions which call for the presentation of some gift or remembrance. To each of these people he mails a series of three carefully prepared letters—mailed at intervals of a few days—pointing out what is proper to give at a particular function and calling attention to the wide variety of articles which may be secured at his store.

“Several of my customers once asked me to tell them in advance of any special sales I might run,” said a retailer in a Michigan town of 50,000. “These people are typical of a certain class that always hold off purchasing until special clearance sales are an-

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nounced. Then they buy in good quantities—and for cash.

“This gave me an idea and I’ve been using it ever since. A day or so before I put on a special sale of any kind I follow-up not only these people but as many of my regular customers and prospects as I can reach. I tell them in a chatty way about the sale—how much prices have been cut—the reasons for the sale and so forth. And it nearly always happens that the people who get the letters are the first to come to the store on the day of the sale.”

Another progressive merchant has a regular follow-up to send out to people who have bought new homes and as a consequence will undoubtedly be in the market for furniture.

These few illustrations, all of them garnered from the field of actual, every-day experience, show how the follow-up may be successfully used by every merchant. Its possibilities for getting business are unlimited. It works with equal effectiveness in large cities and in small towns and pulls trade that could not be attracted by other means.

Persistence conquers all things, and the backbone of the follow-up is persistence—keeping continually at it.

CHAPTER VI

THE MAILING LIST

Upon the mailing list depends necessarily the success of every personal letter campaign. A mailing list should be something more than a mere collection of names. It should be an accumulation of the names and complete addresses of those individuals who have an unquestionable use for your goods, who can be influenced by your appeal and who should be customers.

Too much thought and effort cannot be given to the compilation of a mailing list, for the character of the list governs the amount of business that will result. It is far better to devote a little time at the outset to properly selecting names than it is to spend money later on in appealing to people who are not prospects.

From this it should not, however, be imagined that there is anything difficult or expensive about properly compiling and maintaining a mailing list. There is only one basic essential, and that is to have the list entered up, checked and handled as carefully as your bookkeeper handles your accounts. When this is done it is a simple matter to compile and keep up to date a list of any size, from a thousand to a hundred

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thousand names, classified in any way that is desired.

Where to get the names.

The principal sources for the retailer's lists are:—

Charge customers	Lodge memberships
Cash customers	Club memberships
Telephone Book	Trade directories
City Directory	Chamber of Commerce Lists
Social Register	County Tax rolls
Blue Book	Voter's registration lists
Church rolls	Auto registration lists
Credit Rating books	

The customers' list and the inactive account list are easily secured because the ledger shows the names and address in each case. Cash customers are not so easily secured but even these names and addresses can usually be obtained from cash sales slips, C.O.D. tickets, etc. There is no reason why cash slips should not bear the name and address of the patron. In this way it is not only possible to build up a good list but it is also possible to judge accurately how much trade the retailer is getting from his various customers.

One merchant secures a list of his cash customers by inserting a postal card in every purchase at the time that it is wrapped. On the front of this card is printed the name and address of the store and on the reverse side the following request:

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"At certain periods of the year we have special events in this store which we do not advertise. In order that we may personally advise you of such sales, we would like to have your name and address. Won't you please therefore give us this information at the bottom of this card, and either send or bring it to the store at the first convenient opportunity? Thank you."

The city directory is often used for a mailing list of prospects, but it is apt to show poor returns unless carefully used. You cannot, of course, use all the names in such a directory nor can you pick them at random. It would be useless, for instance, to attempt to sell high grade merchandise to those who find it difficult to provide the mere necessities of life. Your only guide is the occupation of the person and the character of the neighborhood in which he lives. These give an idea of the social and financial standing of the various individuals and determine whether or not they are the people whose trade you could reasonably expect to secure. When compiling a list from the city directory, careful attention should be paid to these details.

Especially in the small towns and cities, the telephone book is a valuable source of names. It is not so general in character as a city directory but contains, as a rule, only the names of people of the better class. Those who have telephones in their homes may usually

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be considered prosperous enough to respond to almost any kind of an appeal, though of course it must not be assumed from this that every person in the local telephone book is a prospect. It is a question of selecting those most likely to be influenced by your appeal.

Trade directories as well as special directories issued by lodges, clubs, associations, societies, churches, etc., will also be found useful. The same is true of lists of property owners, real estate transfers, building permits, etc.

Do not forget the voting list, the county tax rolls and the school reports. They all have good names. In every County Recorder's Office, as well as in the County Treasurer's Office, there is filed a list of tax payers of the county. Lists of this character can be freely consulted and copied if desired. These lists are usually accurate, as they are based upon the most carefully gathered information.

Another source from which the retailer can draw live names is from mail routes in the city or rural free delivery routes running out of town. Mail carriers should of course be approached on these matters while off duty.

Garver Bros., the Ohio retailers, who are located in a very small town and do a very large business (over \$750,000 a year) have a mailing list of nearly 15,000

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names. They have a paid correspondent in every school district within a radius of twenty miles, who keeps them informed of newcomers and departures. From this information additions or corrections are made on the mailing list.

The proprietor of a department store in a small Michigan town maintains a mailing list that brings him business from an area of 50 miles. This list is built up by paying five cents each for cards giving the householders' names and addresses, names and ages of their children, whether the family owns an automobile, etc. From this information the list is divided into the following sub-classifications:

- Buyers of fine merchandise.
- Buyers of medium-class merchandise.
- Buyers of cheap merchandise.
- Buyers of large amounts.
- Buyers of medium amounts.
- Buyers of small amounts.
- Buyers from mail-order houses.
- Property owners.
- Renters.
- Automobile owners.
- Young women.
- Girls 5 to 15 years of age.
- Children 1 to 5 years.
- Boys 5 to 15 years.
- Infants 1 month to 1 year.

THE MAILING LIST

Such a list, classified in the manner indicated, is naturally more valuable than any that could be obtained in other ways and brings an increasingly large volume of business to the merchant in question.

There are "stunts" without number for adding desirable names to a mailing list—guessing contests, prize offers, souvenirs to purchasers for filling out blank cards, premiums to present customers for names of their friends, etc. One merchant regularly secures good live names by giving out attractive but inexpensive calendars. The fact that these calendars are to be given out is advertised in the local newspapers and those who call are asked to give their names and addresses. Children are asked for the names of their parents.

In a Milwaukee store a prize is annually offered to the clerk securing the largest number of new names of heads of families. The results are always very satisfactory.

A New Jersey furniture store secures lists of prospective bridegrooms by offering County Clerks 25 cents for the name and address of each man about to be married. Such names prove a valuable source of business.

In the larger cities where there are located responsible addressing companies, lists may be purchased, making it unnecessary to compile them. In buying

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such lists it is however advisable to try out your proposition on a thousand or more names and thus determine their value.

Revising the List.

Statistics show that every year there are changes in excess of 20% in the average mailing list of householders. For this reason the list must be regularly corrected. Removals, deaths, etc., will ultimately wreck the best mailing list in the world unless it is overhauled at regular intervals.

A store in the South recently planned and executed a direct-by-mail campaign. The store was a good one, the merchandise attractive both in quality and price, and yet the campaign was a fizzle. A post-mortem examination developed the fact that the list was 85% useless.

A direct-by-mail business in the middle west produced 40% returns the first year, 22% the second, and the 4th year dropped to a scant 7%. Haunted by the specter of failure, the proprietor tried every sales-boosting plan he could develop. But they all failed to bring the percentage of returns back to anything like the former mark of 40%. Finally, 1000 names were selected at random for test purposes and a very careful check was made of results. These were as follows:

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410 people had changed addresses from 1 to 4 times
261 had moved to parts unknown
7 had died
1 had gone to jail
83 had bought a competing article
124 had already bought one of the articles which this
man was trying to sell.

In other words, a total of 886 persons out of 1,000 names were worthless—almost 90% of the mailing list no good. Is it to be wondered at that returns decreased?

Getting the dead and doubtful names off the list is quite as important as getting new and live ones on it. Lifeless prospects are worse than worthless—they are an utterly non-productive expense.

In revising your list, it is well to pay particular attention to the returned mail. Note how it is stamped. “No such address,” “No such number” or “No such person” usually indicates a mistake either in the list or in the addressing of the letter. If the returned envelope is marked “Moved out of town,” “Unclaimed,” “Name not in directory,” “Address Unknown” or “Deceased,” the name should of course be immediately removed from the list. Both time and money will be saved by a careful inspection of the postal markings on the envelopes in your returned mail.

Every mailing will result in a few returned letters,

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but if the list is kept corrected these returns can be kept down to an insignificant number.

In this connection, the service of the local postmaster should not be overlooked. If a typewritten list of names and addresses is sent to him with a courteous request that the names of all persons who have left town be crossed off, the postmaster is usually glad to comply with this request. He is not, however, permitted to add new names to a list. The law by which he is governed reads as follows:

"Postmasters must not furnish lists of names of persons receiving mail at their office. Lists of names sent to postmaster for revision must be returned to the sender when postage is provided for that purpose, but no new names may be added to the lists. Postmasters may, if they so desire, however, cross off the names of those who have moved away or are deceased."

This service, it will be seen, is entirely optional on the part of the postmaster. Hence, it is advisable, when sending him a list for revision, to point out that it will be to his advantage to check the names for the reason that it will obviate a lot of unnecessary handling of mail by his staff.

How to keep the names.

Do not keep your mailing list on sheets of paper.

THE MAILING LIST

This method is old and out of date. The card index system is by far the best form in which to keep names. This method adapts itself to a multitude of indexing arrangements, permits of unlimited expansion or contraction, and is convenient to handle. It is in every way more flexible than any other method.

Using the card index system dead names may quickly be removed instead of burdening the list with a lot of worthless, crossed-off names, and the correction of addresses is a very simple and easy matter. You can start with one drawer and a few hundred cards and build it up until you have thousands of names classified in any way that is desired. The size of cards most frequently used for this purpose is 3 x 5 inches; they can be obtained at almost any stationery store.

The average retailer sells such a wide range of lines that it would hardly do to use a blanket appeal. Everyone is interested, say, in clothes, but only people who have children are interested in children's clothes. Whenever possible, therefore, the list should be so arranged that any classification can be secured at a moment's notice.

The lists of many retailers are divided into two general classifications—general and group lists. The general lists are often merely a combination of the group lists and contain the names of those to whom all announcements, special sales notices, openings and

BUILDING RETAIL BUSINESS BY LETTER

other general appeals are sent. The group lists are separate groups to which a specialized appeal may be made, such as:

School children	Society women
School teachers	Business women
College students	Professional men
College teachers	Factory employees
Club members	Farmers
City or County employees	Business men
	Property owners

Such other classifications as may work out best for the individual retailer, are of course a matter of choice.

Another advantage of the card index system is that it furnishes the merchant with a convenient and easy method of keeping an accurate check of results obtained from his personal letter campaigns. During the life of one of these campaigns the name and address of every customer is entered on the sales slip, and from these slips all sales made to new customers are posted on to the cards. This takes time, of course, but it furnishes an absolute check of results and shows in dollars and cents the tremendous pulling power of the personal letter.

When every name on the list is a live one, when every letter is right, there can be no question as to results. Success is assured.

For the retailer who is selling goods on either a large

THE MAILING LIST

or a small scale, a mailing list not only of prospects but also of present customers and inactive accounts is an absolute necessity. Such lists point the way to good-will and friendship and reward the effort put into them by an ever-increasing volume of business.

CHAPTER VII

GRAMMAR AND FORM

No letter should leave a store that is not correct in grammar and form. Every rule of English, every rule of language, was formulated for the purpose of making the thought clear, the reading simple. A correct choice of words will often do more to convince the reader than a clever argument.

And by "correct" is meant the use of language in accord with the standards established by writers recognized as the best. Single instances of usage by an eminent author will not necessarily make certain expressions correct but continuous general usage does. Books of grammar simply formulate the general practice of such writers.

Community leaders are generally people who have grown up in surroundings where the language is properly spoken; they have read books in which English is carefully written. Hence they feel at once an error of speech or writing, even when they cannot give it immediately a name. And since such people set the styles, establish the reputations and generally dominate the community, it is important for a merchant to

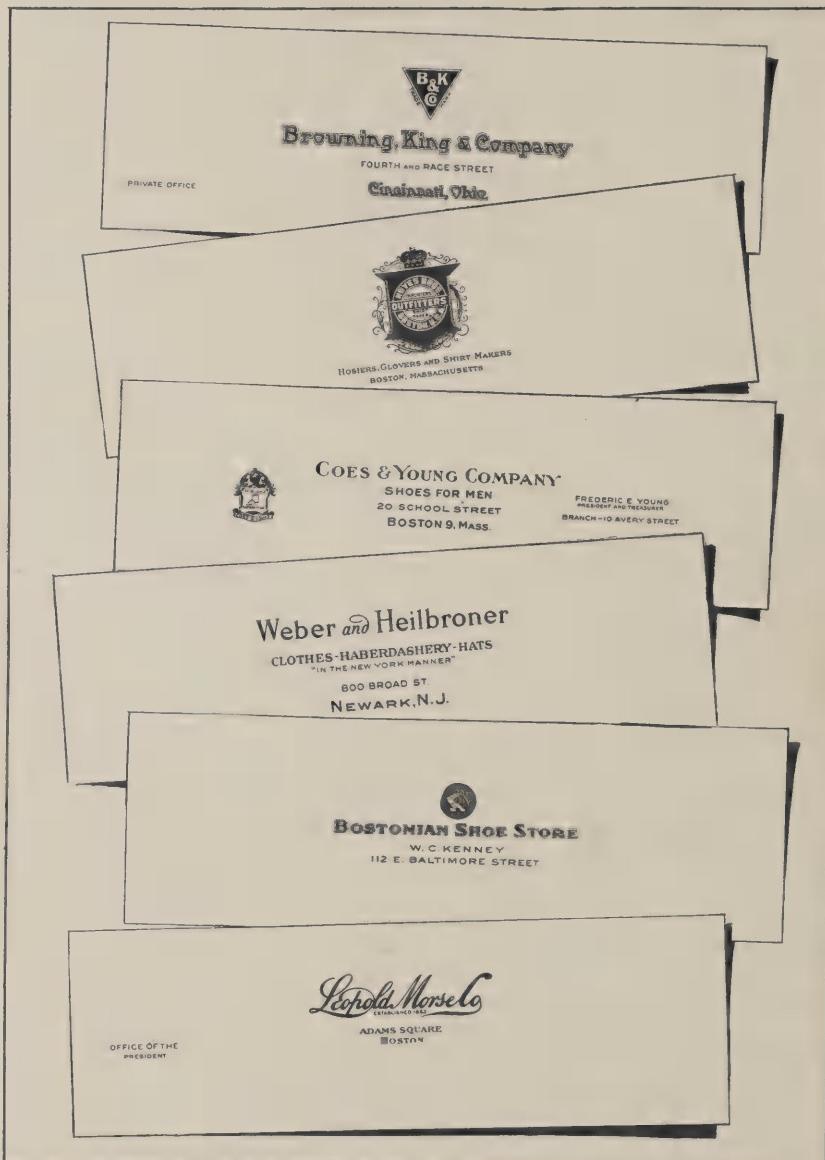
GRAMMAR AND FORM

avoid their disfavor. If they decide that his store is a "cheap" place, his chance of winning the most desirable trade of the town is gone. And carelessness in the wording of sales appeals or advertising copy, suggesting ignorance or lack of familiarity with the standards of their class, immediately sets a store apart from them—makes it seem "not their kind of a place."

The wise merchant, who is not certain as to the correctness of his writing, will have it checked over by someone who is. Obviously, the ability to write grammatically does not imply the ability to write in an interesting or convincing manner; and it is not enough to hire a grammarian and turn over the preparation of advertising matter to him—or her. There are more men who can write grammatically, than there are shrewd, keen men who can not. At the same time, since grammar is a matter of usage, and language a living, growing thing, never hard and fixed, the most careful writer will err now and then. Perfection is not attained in any human endeavor, but there is a wide margin between the occasional slip of the cultivated writer and the continuous mauling of the language by the ignorant or the indifferent.

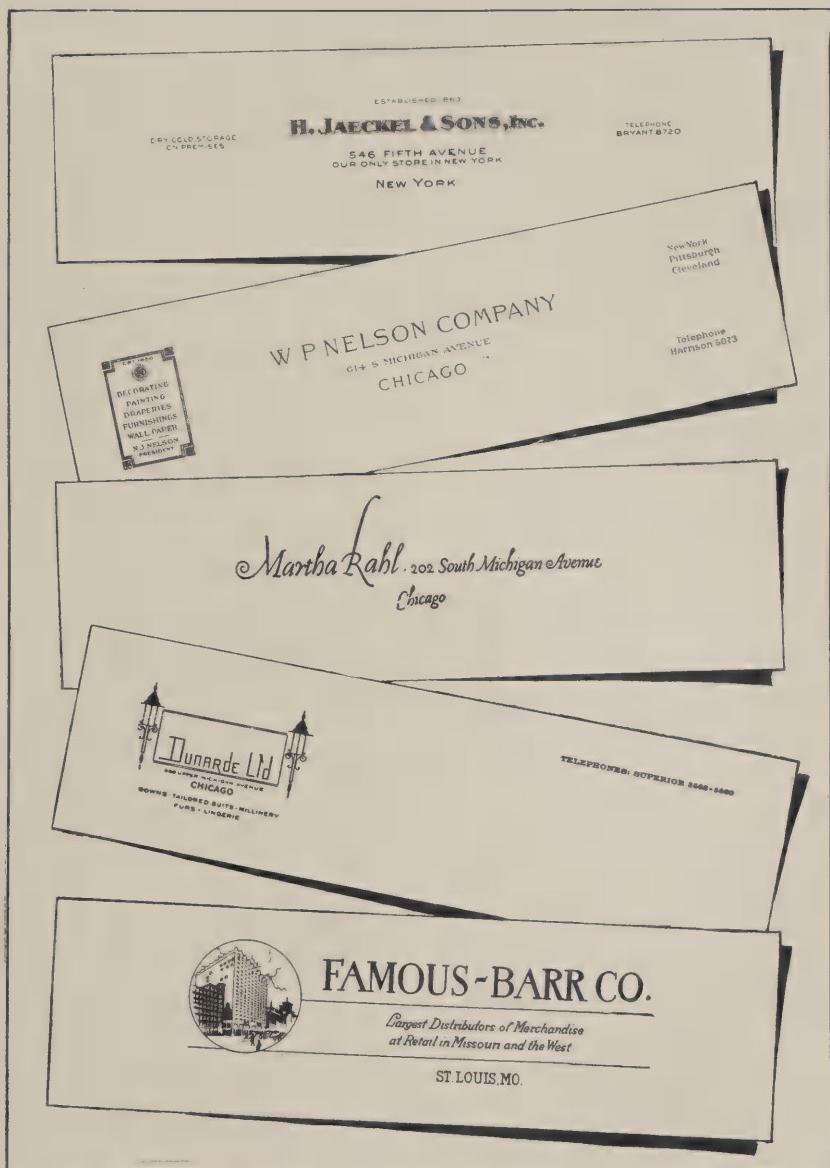
To outline English grammar is not the purpose of this chapter. Excellent text books have been written

BUILDING RETAIL BUSINESS BY LETTER



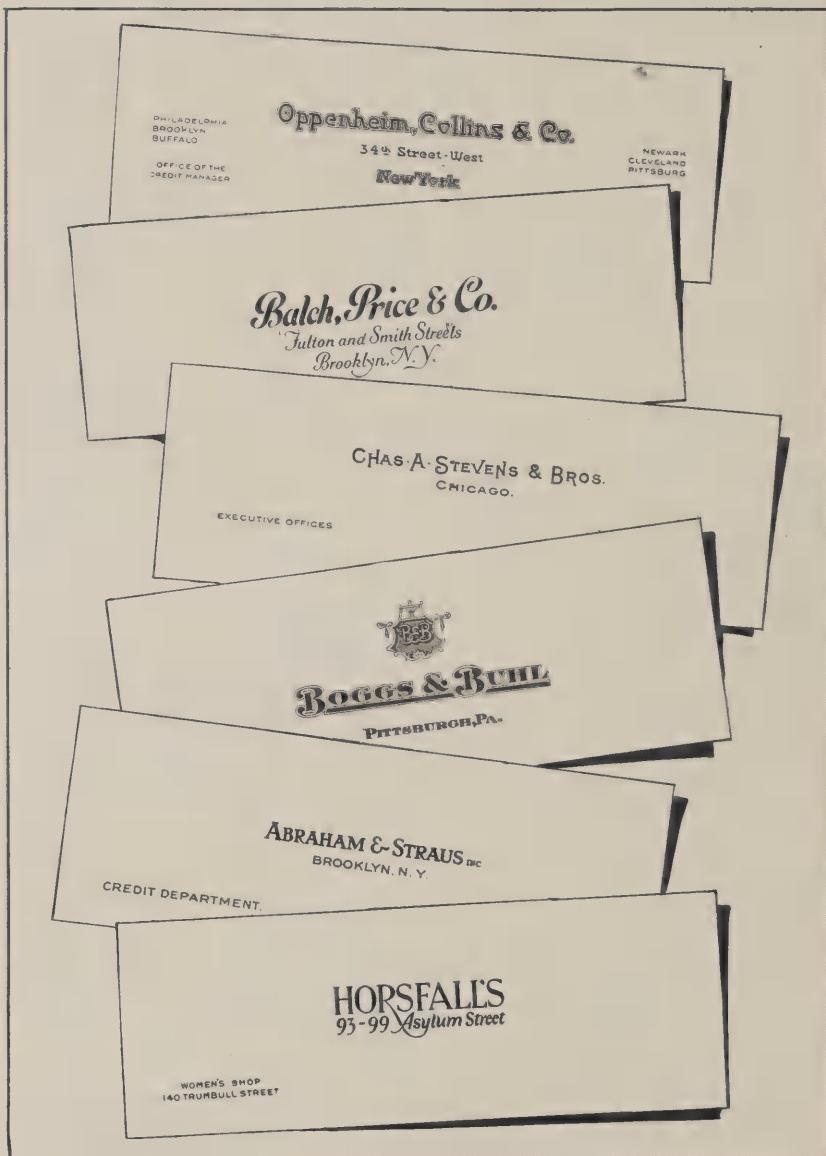
On this page are shown a variety of styles in letterheads, on high-class bond paper, $7\frac{1}{4}$ x 11 inches.

GRAMMAR AND FORM



Stores that wish to use stationery that is distinctive find Deckel-edged paper, 8 x 10 inches, effective.

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All these letterheads are $8\frac{1}{2} \times 11$ inches folded sheet. Note the simplicity of the headings.

GRAMMAR AND FORM

on this subject, and there is no necessity to repeat here what has already been well said. Suffice it to say that all who have the work of preparing words for print should have such books at hand and refer to them when in doubt.

It IS worth while, however, to note here a few points which are peculiarly important to the writer of letters. In the first place a few details as to form may be mentioned.

Letters will, of course, be sent out on the letterhead of the store, and for this reason a good quality of paper should always be used. Cheap stock gives a wrong impression at the start, handicaps the letter even before it is read. Naturally, better paper will be used by a Fifth Avenue jeweler seeking the accounts of millionaires than by a small store in a small town, but the cost of the paper is always such a fraction of the cost of the campaign that it pays at all times to make the appeal on stationery worthy of the store.

If the letter is short, it may be put on a folded sheet; if it is long it should be put on one or more sheets. Only one side of the sheet should be used. Some concerns have their names printed in small type in the upper left hand corner of the second sheet but this is not absolutely necessary.

As a device for gaining attention it is permissible to

BUILDING RETAIL BUSINESS BY LETTER

use various sizes and colors of paper. How far the merchant can go in this direction depends of course upon the nature of his business and the appeal that he makes. To sacrifice respect for the sake of attention is seldom wise, but ingenious men can always find ways to be "dignified yet different."

When letters are addressed to business firms it is not well to use any other size than the standard 8½ x 11 for the reason that most other sizes do not file readily and conveniently. This consideration does not, however, appear when addressing people in their homes, where files are seldom used.

Forms of Heading and Address. The name of the store and the town will, of course, be printed on the letterhead. The same is true of the street address, unless the institution is so well known or the town so small that there is no necessity for this.

The name, address and salutation go on the left side of the sheet. It is permissible either to indent these (to begin each succeeding line to the right of the one above it) or to line them up. The advantage of indentation is supposed to be that it allows the eye more readily to discover each element of the address, but it means far more work for the typist and it can truthfully be said that the lined-up address and the lined-up heading are equally desirable. Illustrations are given:

GRAMMAR AND FORM

INDENTED:

14 West Street,
Chicago, Illinois,
June 19, 1922.

Mr. J. K. Henderson,
111 Park Street,
Joliet, Illinois.

Dear Mr. Henderson :

LINED UP:

14 West Street,
Chicago, Illinois,
June 9, 1922.

Mr. J. K. Henderson,
111 Park Street,
Joliet, Illinois.

Dear Mr. Henderson :

It will be noted that the salutation follows the name and address, one line being left blank between.

Social usage demands that letters addressed to strangers begin "My dear Mr. Henderson" or "My dear Mrs. Carter." But the business practice of omitting the word "My" is so general that for all ordinary purposes it is followed. While the salutation as given above is actually less formal than "My dear Mr.

BUILDING RETAIL BUSINESS BY LETTER

Henderson" so few people know this, and so many would think the latter form a familiarity, that it is well for the merchant to stick to the usual business form. His letters are not social communications, in any case; and if he meets criticism by someone who happens to know, he can readily explain this. In addressing the public generally, it is not wise to depart from the standard practice to which it is accustomed.

The letter itself may be single-spaced, with indentations and double-spacing between paragraphs. If it is very short, it may be double-spaced to make it fill the page. Margins should be ample, but not so wide as to make the letter look lonely in the midst of its white space. Room enough should be allowed at the bottom of the page—either a margin if the letter runs over to another page, or space for signature. In no case should the letter ever finish at the bottom of the page, and the words "Yours very truly" with the signature adorn the top of the next page. If the letter is nearly complete when the bottom is reached, at least two lines of the letter should be brought up to the top of the next page to keep company with the complimentary close and the signature.

The Letter's Ending. Custom prescribes such matters as the beginning and ending of a letter. The man who writes "Dear Mr. Henderson" may have no

GRAMMAR AND FORM

real affection for Mr. Henderson, and in the same spirit he may sign his letter "Yours very truly" with no expectation that Mr. Henderson will ever question the truthfulness involved. These forms are perfunctory, meaningless, but are used as matters of social habit. To conform is easier than not.

Recently there has come a tendency to revolt against "Yours very truly." Such endings as "Yours sincerely" or "Yours cordially" are used to inject a little more warmth into this section of the message. "Yours for business" or "Yours for better Boston" are ways of tucking a little enthusiasm into the form; but they are rather flippant, and are not yet accepted as good usage. They may be used only when writing to intimates. In a similar way, "Yours respectfully" is confined to cases where the writer addresses a petition or a note in the nature of a petition, to some superior. Such abbreviations as "Yrs. Resp." should never be used at all.

If the first personal pronoun singular (I) is used in the letter, it must be signed as written by an individual. If the first person plural (we) is used throughout, it may be signed as by a concern. When an individual writes for his house, on its letterhead and in his business capacity, but uses the pronoun "I," his form of signature will be shown below:

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Yours very truly,

Manager,
THE HENDERSON MCGOWAN CO.

When the house writes, and the writer's name is appended simply for identification, the letter should be signed as in this form:

Yours very truly,
THE HENDERSON MCGOWAN CO.

Manager,

The word "By" may be used with this latter form of signature if preferred.

For the sake of securing individuality, certain liberties may be taken with the forms we have indicated. On a small letterhead the date may be put at the bottom, at the left hand side. Or if the date is at the top, in the customary place, the signature may be moved over to the left. Paragraphs may be indented or not, according to preference. As a "stunt," hanging paragraphs may be used—those where the first line, instead of being indented, is extended beyond the rest of the paragraph as shown in this example:

GRAMMAR AND FORM

A man who buys an automobile for family use naturally puts a high value on safety. Big, strong cars are undoubtedly safer than small light ones.

Strength is a factor making for economy, when it means lower repair bills. On the other hand a car heavily built is expensive to operate. The ideal is a car light in total weight yet heavy where weight means strength.

Generally speaking, however, it is best to stick to the established rules which good usage has approved. Stunts are always risky and the attention they win is seldom worth the trouble. People are apt to misunderstand, to be more entertained by the stunt than impressed by the letter. Dignity and conservatism in matters of this kind are the policies most generally identified with success.

CHAPTER VIII

HOW TO USE THIS BOOK

The retailer who would pay a high rental for a prominent location and not utilize his show windows for the display of his merchandise would be no more guilty of neglecting sales possibilities than the owner of this volume would be who fails to use it—and constantly.

Just as it is known that attractive show windows make sales, so has it been established that the material in this book will produce business. The letters assembled herein have been used with success by some of the leading institutions of the country and also by many small stores. To what extent the book will produce business for you is, therefore, entirely a question as to the use to which it is put.

A saw will cut no wood hanging on the wall nor will this volume on the bookshelf create sales. It is meant to be READ, to be carefully STUDIED, and, what is more important, USED.

Selecting Letters.

The letters in this book cover the principal lines of retail trade; but it should not be thought that a letter

HOW TO USE THIS BOOK

which makes incidental mention of furniture is available only for a furniture store. In many cases, of course, the whole substance of the letter relates to one line of merchandise, but a mere mention of "furniture" in the course of a letter on store policy would no more prevent a shoe man from changing the word to "shoes" and using the letter, than the mention of shoes need deter the furniture man.

Naturally, in seeking material applicable to your store, you will look among the letters successfully used by others in your line. If you do not find there just what you desire, there is still a mass of material, arguments and talking points upon which you may draw. Hence by turning to other sections of the book you may find material that will meet your particular requirements after a slight change or two has been made.

Letters which apply to *any* line of business—as for example those relating to inactive accounts, or those soliciting the opening of new charge accounts, have been grouped by themselves under the headings indicated. And while the rest, for convenient reference, have been assembled under the particular lines represented, these lines should not be considered as hard and fast.

Building Letters.

In the offices of many large stores paragraph book

BUILDING RETAIL BUSINESS BY LETTER

systems are in use; and for those who prefer to construct their own letters this book will be found invaluable. In Examples I, II, III and IV are shown letters made up of paragraphs taken from different letters in the same section.

Example V, VI and VII show the same adaptation from letters in all sections.

Example VIII and IX illustrate how the letters in this book, with slight changes of words, sentences and paragraphs may be made to cover whatever the retailer's requirements may be.

Example X and XI are two editorials prepared entirely from the material herein.

By diligent study of the material contained in this book, by bearing in mind that "pains and brains" are necessary to the preparation of successful letters, and by applying this same principle you can not only make valuable use of this volume but you can likewise build editorials and obtain many excellent copy suggestions for your newspaper advertising.

Timely use of Letters.

Merchants who have studied the subject recognize the importance of timeliness. In addition to the great seasonal opportunities, the alert retailer can add thousands of dollars to his volume by reaching the individual prospect at an obvious time of need.

HOW TO USE THIS BOOK

A careful analysis shows that a direct appeal may be timed as follows:

- 1—As to day of delivery
- 2—“ “ month of delivery
- 3—“ “ season of delivery
- 4—“ “ a particular event such as a wedding, birth, removal from one house to another, a holiday, graduation, card party, a special “week,” etc.

To reach the prospect either preceding or following a certain event is easily accomplished. Advance notice of such events is usually published in the local papers and offers a splendid opportunity for timely appeals.

One wide-awake merchant uses the daily newspaper as a mailing list and never overlooks a chance to get more business. Everything is grist to his mill—even the weather reports!

“More rain coming! On a dark, gloomy evening the family must stay indoors, and that is the time when we all long for music. Good music not only makes us forget about the bad weather but it brings the greatest pleasure in good weather also.

“Then why not have good music in your home? We have a fascinating assortment of pianolas, victrolas and radio sets, any one of which will make the longest evening seem all too short. . . .”

BUILDING RETAIL BUSINESS BY LETTER

Since it always rains sooner or later, this letter is universally timely and makes a splendid tie-up with the merchandise offered.

The news of weddings means prospects for furniture stores, or for any who have equipment for the new homes. A friendly note before or after the wedding will often bring the young couple in to shop; for they are peculiarly responsive to expressions of good will. Again, by keeping track of building permits the merchant can know who will in due time be seeking new or additional equipment for enlarged household area. Seldom does the furniture of the old home exactly fit and fill the new one; and the keen merchant who brings himself to the notice of the prospect—who manifests a flattering concern for the business of the one who is building—is apt to find his reward in larger volume. Births similarly mean immediate demand for cribs and baby carriages, and a later demand for walkers, toys, and nursery furniture of many types. Such events as weddings and births mean demand for the wares of many other shops also, of course—those which sell infants' apparel, those from which the bride secures her trousseau, tailoring and men's furnishings stores, trunk and travelling-bag shops, and of course also the gift stores.

In a large city it is hard to keep track of the arrival of newcomers; but in the smaller towns many mer-

HOW TO USE THIS BOOK

chants watch such arrivals and send cordial notes welcoming the stranger and offering the service of the store. It may be imagined how effective such messages are in building good will. Again, when a merchant who serves men learns of a promotion or other business advance he writes a tactful note of congratulation, with only the slightest hint of desire for patronage.

In his own ledgers the merchant will often find opportunities to build good-will. The fact that accounts become inactive—that people drift away or become disgruntled, is cause for mailing letters asking the reason for dissatisfaction, offering adjustment and hence renewing good-will. A recent investigation showed that almost 70% of the accounts which become thus inactive do so because people have never been truly “sold” the store and its methods—they simply do not care where they trade. For this reason a personal letter from the merchant, making it very clear that he DOES care, will prove very effective. A section is devoted in these pages to letters of this kind, all of which may be modified or rebuilt to fit local conditions.

BUILDING RETAIL BUSINESS BY LETTER

EXAMPLE I

This letter is made up of various paragraphs as indicated in margin.
The material has been selected from that in the same section.

Dear Sir:

Page 121, ¶ 5.

To take care of your Spring needs isn't our ambition, by any means. To PLEASE you so well that nothing else will do---that is our aim.

Page 137, ¶ 3.

We realize that if a man takes pleasure in wearing a suit, hat or pair of shoes bought at the BLANK store, we have made a customer. We know, too, if a mother buys a suit for her boy, and everybody admires it, it will be the means of making new friends.

Page 148, ¶ 2.

Men who have learned the lesson of quality find in our Men's Store the very definite answer to their clothing needs. For here you will find suits and overcoats for Spring and Summer of more than mere excellence of fabric and perfection of tailoring. Throughout our entire collection the thread of service---service that manifests itself not in the surface display of clothes, but in the enduring wear our clothes will give until the day they are discarded.

Page 155, ¶ 5.

There is going to be a saving for you if you buy this month. We would suggest that you watch our ads in the daily papers.

Very truly yours,

HOW TO USE THIS BOOK

EXAMPLE II

As in the case of Example I, the various paragraphs indicated have been selected from the same section.

Dear Mr. Slee:

Page 519, ¶ 4.

This furniture store is for serious, sensible, saving people who want to make every dollar buy its utmost. It is a store that earnestly strives to contribute to the beauty and happiness of homes of a community.

Page 518, ¶ 3.

Should you be in search of special or odd pieces with which to "freshen up" your home, you will be sure to find many things here that will especially interest you. We have been as careful in our selection as we would expect you to be. APPROPRIATE furniture costs no more than the other kind. Where it is requested, we are always glad to aid in the selection of a harmonious "setting" for any room in your house.

Page 516, ¶ 3.

Nothing is ever too small for us to consider. In furnishing your home, our sole intention is to supply appropriate articles, appropriate in durability, comfort, appearance and price. And if you desire, appropriate terms can be made to suit your own convenience.

Page 518, ¶ 4.

The woman who is "merely looking for suggestions" is always welcome at this store---we do not expect her to buy until she is ready. We are here to show you anything and everything and not have you feel the least bit obligated.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

EXAMPLE III

Same process as in Examples I and II adopted in the preparation of this letter.

Dear Madam:

Our early Spring footwear has just arrived.
Page 190, ¶ 2. There are some styles that are particularly good, in
dark-toned leather, dull tan and black, with the long toes
and narrow vamp, for the woman of discriminating taste.

These shoes are so carefully made, of such good
Page 201, ¶ 3. materials, that they wear exceptionally well. In style they
are leaders. On a "cost-per-mile" basis they are very low
in price.

Our buyer is not alone a keen judge of good
leather and faultless workmanship, but keeps thoroughly well
informed as to every new style innovation both in this
Page 210, ¶ 2. country and abroad. If it is a new and stunning model in
women's footwear that has made its appearance on Fifth
Avenue, New York, or on the Avenue De L'Opera, Paris, it
will soon be a part of our stock, or it won't take us long
to get the style for you.

You may come and go here without the slightest
Page 211, ¶ 5. sense of obligation---even though you do not wish to buy.
This will be a rigid principle, with this store.

Sincerely yours,

HOW TO USE THIS BOOK

EXAMPLE IV

The make-up of this letter is the same as described for Examples I, II and III.

Dear Mrs. Smith:

Page 456, ¶ 1. When a good customer of ours is absent at a buying season---a time when we are offering values as unusual and lines as attractive as we have recently---it is a matter we can't overlook.

Page 455, ¶ 2. From the beginning of our career, we "hitched our wagon to a star" in our ideals of what this store should be---not the "near best" but the VERY best---in service and in merchandise.

Page 448, ¶ 3. We always took pride in the fact that you had an account here; therefore, this special effort on our part to retain you as a patron.,

Page 454, ¶ 3. If anything occurred to cause you displeasure or inconvenience, we feel sure you would have given us the opportunity to make it right. But if there should be any such reason, won't you stop in and frankly tell us what it is? We will spare no pains to prove to you that your custom is warmly appreciated.

Page 451, ¶ 5. Just now we are offering many special values in linen suits, wash skirts, summer waists, cool, sensible corsets and silk underwear, and we will be delighted to serve you either in these lines or in any other that may meet your requirements.

Page 451, ¶ 6. May we hope to have the pleasure of serving you more often in the immediate future?

Yours truly

BUILDING RETAIL BUSINESS BY LETTER

EXAMPLE V

The paragraphs constituting this letter have been selected from all sections. Pages and paragraph numbers are indicated in margin.

Page 287, ¶ 2.

Dear Madam:

A Danville woman who just returned from the East told me that she was amazed at the completeness of everything in this store---the varieties, the styles and the reasonableness of prices; she congratulated me on keeping our store attuned to the times with the same care and intelligent preparation as the very large metropolitan stores, and said that she could see no reason for going outside of our doors for most everything she needed.

Page 208, ¶ 2.

Because we carry only dependable shoes doesn't mean our prices are high. The reputation of our footwear is built on the solid foundation of utmost quality at minimum prices. GOOD shoes, you know, have never been "cheap". And cheap shoes have always been DEAR to the women who bought them. The good article always costs more for a very good reason. It's WORTH more!

Page 472, ¶ 3.

We're very anxious to have you on our books as a regular "charge customer", and if you will allow us to, we will arrange our records so that you will get especially prompt and satisfactory service at all times. Simply stop in the first opportunity you go out to shop and tell us that we may.

Sincerely yours,

HOW TO USE THIS BOOK

EXAMPLE VI

From all sections, paragraphs indicated below have been selected for this letter.

Dear Madam:

We believe that you, as our customer are entitled to every courtesy it is possible to be shown you. Every member of our salesforce is impressed with the fact that the customer must always receive first consideration. We welcome, instead of resenting, any criticism of our store, of our service, realizing that we are but human and cannot see all of our own faults.

Page 324, ¶ 4.

Perhaps you do not know, but after your last purchase, when we saw how promptly you paid your account, we put your name in our "Preferred Customers Ledger," which means that the next time you come in you will not have to go through any formalities---just tell the salesman you have a "Preferred Customer's" account and there will be no question asked.

Page 440, ¶ 2.

Our constant thought is that, by close attention to your interests in the values we offer, by uniform courtesy, by painstaking attention to your every want, and by service that brings to you a sense of real pleasure in dealing with us, we hope to merit more and more of your patronage as the days go by.

Page 278, ¶ 4.

Every dollar's worth of business you ever do with us just puts us that much more under obligation to you. We want you to know that we appreciate the confidence our customers show in RETURNING to us---and it is our business policy to work---not for "sales", but for SATISFACTION.

Page 130, ¶ 1.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

EXAMPLE VII

This letter is the result of copy selected from five different letters. Paragraph numbers are indicated.

Dear Sir:

Page 310, ¶ 1.

Next week is "MEN'S WEEK" which means that the new STORE FOR MEN will put on its "best front" and stand in the "receiving line".

Page 142, ¶ 3.

A look over our wide range of Summer weight suits will convince you that they are immeasurably superior in value to anything you will find in town. They have the imprint of individuality--they lift you out of the ruck--earn for you the reputation of being well-dressed in the best sense among the people.

Page 273, ¶ 1.

It's a matter of pride with us to have the largest stocks of merchandise in Canton. And, we are equally proud of the fact that the test of quality has entered into every purchase made for the autumn and winter seasons.

Page 267, ¶ 5.

If you have not already become acquainted with our store, we cordially invite you to come in and permit us to prove to you that our merchandise is the best to be had. "Our prices make down-town shopping extravagant," and our service will meet your requirements.

Page 472, ¶ 4.

We'll be more than pleased to have you accept this invitation.

Sincerely yours,

HOW TO USE THIS BOOK

EXAMPLE VIII

Here is shown the revision of a clothing letter so as to make it suitable for a shoe merchant.

Dear Mr. Brown:

Page 131, ¶ 1. When you employ a man, you look for dependability---you know the work you want done---and you choose the man who can do it.

Page 131, ¶ 2. It's good business to buy your shoes on the same basis.

Page 131, ¶ 3. For durability and comfort and good looks, consult Carter & Company, Agents for Fine Shoes. Through us, you are assured of long and loyal service, reliable leather, refinement of style and worthy character. Choose your shoes as you would choose your man---for minimum risk and maximum reliability.

Page 131, ¶ 4. Our Buying Code is---highest quality from the best makers---at the LOWEST CURRENT MARKET PRICE.

Page 131, ¶ 5. Our Selling Code is---Absolute Satisfaction ---if it takes a refund to do it! We know that our Spring Values are GOOD. We leave it for you to call them the best.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

EXAMPLE IX

Originally a Boys' Clothing letter, with revision this letter has been made adaptable for a furniture dealer.

Dear Mr. Jones:

Page 250, ¶ 2.

I am writing you because I am sure you will be interested to know something of the unusual plans Blank's have made for serving you this season.

Page 250, ¶ 3.

As I look over the fresh arrivals I feel that we have been indeed fortunate in the shrewd, timely purchases which were made, and that your home cannot fail to benefit by these splendid qualities and attractive values.

Page 250, ¶ 4.

Some of the best known manufacturers in America have arranged to sell their distinctive furniture models in Atlanta through the "Greater Furniture Store". There will be charming Dining and Living Room Suites, as well as single pieces of fine design. All are reliable in quality.

Page 250, ¶ 5.

Occasionally, during this season, we will write you personally concerning arrivals of articles that will interest you. In just a few days we will send you your copy of our new Fall Booklet, entitled "Your Home". It contains actual photographs of Atlanta homes showing the best selections and arrangements of pieces for different rooms.

Sincerely yours,

HOW TO USE THIS BOOK

EXAMPLE X

An example to show how it is possible to obtain from this book material suitable for newspaper copy.

EDITORIAL

Page 299, ¶ 4.

¶ As we look back over the year, we are indeed thankful for the many friends which this institution has, and for the many evidences which we have seen of that friendship.

Page 299, ¶ 5.

¶ While our efforts have been to improve, we realize that accomplishment has not always equalled our expectations and if in any way we have failed to measure up to your expectations, we would be pleased to have you advise us. For only in this way can we know and correct our faults.

Page 283, ¶ 2.

¶ Criticism is usually distasteful to the average person or organization, but unlike others, we invite criticism—for just criticism is as essential to improvement as the corner stone to the Modern Building.

Page 325, ¶ 2.

¶ The fifty-one years of continued success, which this store has enjoyed, is due more than to any other one fact, to the effort which has always been put forth to give full value for every dollar expended here.

BUILDING RETAIL BUSINESS BY LETTER

EXAMPLE XI

This editorial is the result of the grouping of paragraphs indicated in margin.

STORE POLICY

Page 281, ¶ 2.

¶ *This store's prices have brought it many friends—people who respect the values it offers as representing their full money's worth.*

Page 281, ¶ 3.

¶ *Our policy has always been to keep stocks fresh and new—ever changing and ever attractive to the modern-minded woman. The merchant of by-gone days often bought huge quantities at big reductions, with the result that his stock was often stale. We make smaller but steadier profits by keeping our stocks strictly up-to-the-minute, throughout every department of this store, all the year round.*

Page 281, ¶ 5.

¶ *We hope you will take pleasure in frequent visits here, as we feel that we have always something of interest to show you. You have always the assurance that unless you are 100% satisfied with your purchase, we are ready to make it right, cheerfully and quickly.*

SECTION I
MEN'S CLOTHING

BUILDING RETAIL BUSINESS BY LETTER

*"Out of the high rent
district" idea.*

Dear Mr. Henderson:

"Service! That's the thing everybody's talking about, these days --- and nobody's GETTING." We heard a business man say that, the other day, and we had a THOUGHT.

This is it.. Everybody's getting a lot of things that LOOK like Service --- cushioned "Fittings" to make a shop a pleasant place to "wait" in .. three deliveries a day .. elaborate credit systems .. but few concerns are doing you the Service of decreasing their OWN expenses and profits to save YOU money.

How about a new BRAND OF SERVICE, based on this idea? Does it appeal to you? Here's our idea of it. We're on the job all the time the sun's up and we're called the DAYLIGHT PLACE. No wasting of Time. We're located, safe and snug, "TWENTY FEET ABOVE THE HIGH RENTS".

We run our business on the simple, old-fashioned Cash and Trade basis .. eliminating all those superfluous things the modern Middleman has cluttered up business with .. credit .. deliveries .. clearance sales (we don't have any stock left to CLEAR) .. and Cushions.

We stick to the HAPPY MEDIUM --- concentrating on JUST SUITS AND OVERCOATS --- selling them for nothing less than \$20 and nothing more than \$40 .. the same clothes you would pay \$30 to \$80 for in any ground floor shop. BELIEVE US .. or if you don't .. make us PROVE IT.

Come UP and save \$10 --- and come down again wearing the same grade suit you've always worn --- with \$10 in its pocket --- or come down in a suit that's \$10 better than your last.

Very truly yours,

MEN'S CLOTHING

*Spring clothes for men
with style, quality and
durability in them.*

Mr. J. K. Henderson,
198 Park,
Richmond, Va.

Dear Mr. Henderson:

Style---Quality---Durability---the
"Three-in-one" of Good Dress.

When you buy clothes, you are looking for good workmanship, combined with excellent materials and authoritative good style.

So you might just as well try BLANK, first as last, Mr. Henderson---for this is our testing trio---nothing from Suits to Accessories gets by our censor experts without being checked up for these three requirements.

Our Spring Shipments are arriving daily---Suits and Topcoats which more than measure up to our standards---and good-looking accessories that will renew the old suit that is going on its second season.

To take care of your Spring needs isn't our Ambition, by any means. To PLEASE you so well that nothing else will do---that is our aim.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Store policy outlined.
Announcement of winter
stocks made.*

Mr. George Henderson,
495 Riverside Drive,
New York City.

Dear Mr. Henderson:

There's real satisfaction in feeling the liberty of going into a store, wandering around, comparing prices and knowing you are welcome, irrespective of whether you buy or not. And that's the way we want you to feel about our Men's Store.

1. Every price is in plain figures.
2. Prices are the SAME to everyone.
3. Every price represents honest value.

On these three plain facts, we have based our claim that Blank's merchandise and service warrant fullest confidence - which we cordially invite you to put to the test.

Our line of winter suits and overcoats, hats and other things for men---hunting clothes, mackinaws and heavy ulsters---are here now, for the cold days to come. Brown & Co. have sent us their finest materials and tailoring and we are ready to clothe you with a minimum of worry and at the lowest price consistent with good value.

Very truly yours,

MEN'S CLOTHING

*Good will
letter.*

Mr. H. I. Reynolds,
111 Main St.,
Buffalo, N. Y.

Dear Mr. Reynolds:

Confidence is a big word with a big meaning.
It is the Solid-Rock Foundation upon which we stand.

One of the things you like is to walk into
a store and know you'll get what you want at the price
you want to pay. And know that nobody else can buy it
for any less.

The history of this store is simply Sixteen
Years of Plain Figures and Plain Facts.

Rigid Rule No. 1 is One Price.
Rigid Rule No. 2 is Plain Figures.
Rigid Rule No. 3 is Honest Values.

No mysterious markings on price tickets here;
neither do we play favorites. Every customer is a
favorite at this store.

The simple reason we're doing the largest
clothing and furnishing business in Buffalo is simply
this: People know EVERY DOLLAR BUYS ITS LEVEL BEST AT
BLANKS.

This season we're quite happily fixed in suits
and overcoats, designed out of Faultless fabrics that'll
fit your fancy.

You must slip in and try one on. This is the
happy-to-show-you house, where you can LOOK at things
without being OBLIGATED.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A letter on Service
entirely.*

Mr. J. B. Berge,
111 Main St.,
Boston, Mass.

Dear Mr. Berge:

Everybody thinks of a store---any kind of a store---as a place where a merchant is trying to make money.

The idea of a store run on the basis of profit to the customer is not common; in fact, it's so uncommon that when you read about it you either don't believe there can be such a store, or that it's "too good to be true".

And yet there are such stores; where the merchant and the sales force want to serve, quite as much as to sell; where the service begins long before you come for it, in buying the goods; where quality of merchandise is carefully watched in your interests, that you will get what is best for your purpose; where the discovery has been made that giving real "service" means being as interested in what your customers receive from you as in the money you receive from them.

Our way is not to "sell goods", but rather to help you "buy" from us the goods best adapted to your needs---which means a "profit to you in buying".

There may be profit to both of us in your doing more business here - on this basis.

Yours very truly,

MEN'S CLOTHING

*Confidence—the main object
of this letter. New arrivals
in merchandise mentioned.*

Mr. E. R. Richard,
111 Main St.,
Cleveland, Ohio.

Dear Sir:

We thoroughly appreciate every dollar's worth of business you've ever done here. And we hope you, too, are supremely satisfied.

If we've ever made an omission in dealing with you, 'twas an error of the Head and not of the Heart. In a store the size of ours, mistakes may happen and if you should have something go wrong with any purchase you make here, I want to know about it so we can make it right.

This business of ours has been built upon the rock-solid foundation of Confidence. We want your trade based on that Confidence, or not at all.

No matter what the maker's name on any article you buy here, you have the ADDED GUARANTEE OF THIS STORE'S REPUTATION BEHIND IT! That means "Satisfaction or your money back".

Handsome Spring Arrivals in Dependable Head-to-Heel Apparel are awaiting your inspection. We think it's the Finest Selection of Men's Garments ever shown here.

Come in and visit to your heart's content; we never expect you to buy unless you're in the mood.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Clothing lower only in stores
where advantage was taken of
temporary drop in price.*

Mr. John Jones,
111 Main St.,
Boston, Mass.

Dear Mr. Jones:

What are the prevailing styles---you ask? What are the new materials? And where is the selection greatest and prices most consistent with quality? All these questions are answered at this store in a definite and satisfying way.

Yes, Sir---clothing is lower in price than last year---but ONLY at stores where advantage was taken of the temporary drop in the market. For right now, wholesale prices have gone up, again.

We placed our orders early---bought liberally---bought well---so that now you can come to our big clothing floor and select from the best the market affords and at reasonable prices!

Remember, there is no obligation to buy when you come. Won't you make it a point to call, soon?

Very truly yours,

MEN'S CLOTHING

*Friendship of highest
importance with us.*

Mr. James Hanford,
111 Main St.,
Pittsburgh, Pa.

Dear Mr. Hanford:

To us, Mr. Hanford, FRIENDSHIP means:

1. Your loyalty to us - and our desire to deserve it.
2. That personal hospitality and informality which makes you want to come again.
3. Honesty and Mutual Confidence.
4. Genuine pleasure and pride when you are pleased with us.
5. Gratitude when you tell us our Faults ---and an attempt to rectify them before you can tell us twice.
6. Real APPRECIATION of your patronage.

It's great to be living--IF you don't have to stop living to make a living. Business is more than dollars and cents with us. We'd quit tomorrow, if it weren't. It's FRIENDSHIP that makes it worth while.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*An argument on "Cost
for Quality."*

Mr. C. Hines,
352 Hastings Ave.,
Detroit, Mich.

Dear Mr. Hines:

They say it is always good business to anticipate a man's question before he asks it. Hence, we are going to tell you what a good suit from us will cost this Spring. It will cost the lowest price at which Quality can be bought. That is as low as we ever go and we don't think you ought to go any lower.

Now, you can buy a suit for less than our lowest price. You can also live in a cheaper house---smoke stogies instead of cigars and eat "oleo" instead of butter. There are lots of ways to save money---but you can't get QUALITY for a cent less than Quality is worth, any more than you can get a dollar for ninety cents.

So there you have the answer to your question and with it our invitation to see our Spring Clothes--priced from \$25 to \$75.

The latch string is out---come in.

Yours very truly,

MEN'S CLOTHING

*Unusual values because drop
in price was anticipated.*

Mr. Frank Ames,
Box 61,
Troy, N. Y.

Dear Mr. Ames:

For good, durable WEAR---for the right
STYLE and for VALUE that will remind you a
little of the "good old days" before the War---

---come to BLANKS---this Spring.

Last Fall we knew that prices were going
to take a big drop. That's why we "sold out", in
a hurry, at a loss---so that we would have our
shelves clear, ready to be filled with new goods,
this Season, at the LOWER PRICES.

And that's why you can get better clothes,
right now, at the Blank Store, than you've had for
years---for LESS money! Come in and see for your-
self.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*A friendly letter expressing
appreciation of patronage.*

Mr. E. J. Smith,
111 Main St.,
Cleveland, Ohio.

Dear Mr. Smith:

Every dollar's worth of business you ever do with us just puts us that much more under obligation to you. We want you to know that we appreciate the confidence our customers show in RETURNING to us--and it is our business policy to work---not for "sales" but for SATISFACTION.

We're a big store, with an extensive department for men and a completely equipped boys' section on the second floor---but we RUN it on little interests. That is, we consider each sale we make as though it were our only sale---and as if our entire reputation hung on it.

And much of it DOES. If you say---after wearing one of our good, durable Winter Overcoats for a few of these cool Fall days--"This is the BEST coat I've ever worn"--and your friends say --"That's a fine-looking coat---where did you get it?"---Well---what happens to our reputation?

We naturally go up in your estimation and that of your friends. We build permanent patronage---and that's what we're after.

Sincerely yours,

MEN'S CLOTHING

*Buy clothes on same basis
you employ man, i.e., for
dependability.*

Mr. A. G. Howard,
111 Main St.,
Pittsburgh, Pa.

Dear Mr. Howard:

When you employ a man, you look for dependability---you know the work you want done---and you choose the man who can do it.

It's good business to buy your clothes on the same basis.

For wearability and good performance, consult the Blank Clothiers---Agents for Good Clothes. Through us, you are assured of long and loyal service, reliable "stuff", refinement of style and worthy character. Choose your clothes as you would choose your man---for minimum risk and maximum reliability.

Our Buying Code is---highest quality from the best makers---at the LOWEST CURRENT MARKET PRICE.

Our selling Code is---Absolute Satisfaction---if it takes a refund to do it! We know that our Spring Values are GOOD. We leave it for you to call them the BEST.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Right clothes necessary
for business efficiency.*

Mr. M. A. Johnson,
501 Broad St.,
Philadelphia, Pa.

Dear Mr. Johnson:

The latest coy wrinkle in modern ideas about Success is that a man's Clothes are a factor in his EFFICIENCY.

We believe you'll agree with the majority of men that an alert, wide awake man, with Success in his veins, YOUTH in his brains, (and I know a man of eighty who still has that)--and Vigor and Vitality in every thought he thinks, wants to look the part.

Dress in keeping with the spirit of the times. KEEP YOURSELF YOUTHFUL---that is, put some Herculean Hypnosis in your Appearance--let your Clothes suggest Vitality, Clean-cut Efficiency. It will bolster up your own Mettle and ward off that middle-aged disease, the SLUMP. Make your PERSONALITY produce for you.

Is this a new idea to you? If you're interested, and want some more Plain Clothes Truths, the people to see are Blank & Jones.

Yours very truly,

MEN'S CLOTHING

*Business success aided by
better business clothes.*

Mr. J. C. Jackson,
671 West End Ave.,
New York City.

Dear Mr. Jackson:

You've probably found it true that the man whose appearance and manner show that he has achievement back of him, is the man who GETS THE INTERVIEW. He's the man to whom YOU YOURSELF would grant a hearing first. It is just the Common Sense DUTY of the man of affairs to be well-dressed.

That doesn't mean flashily, or conspicuously. Quite the reverse, in the average American's opinion. It isn't MONEY he wants his clothes to talk. It's DISCRIMINATION. Quality of material--appropriateness of color--quiet distinction of style--ease and perfection of fit---these things automatically place a man in the class SUCCESSFUL, wherever he goes.

It's just human nature to believe that the man who LOOKS successful must BE. It may not always be so, but it's just this trait in people that makes it "good business" to dress well.

We would appreciate a visit on your part, to our store, to look over our selection of materials, weaves, styles, patterns---conservative, well-tailored Quality Clothes, for business men. We hope it will be in the very near future.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Mailing style book which
illustrates new styles
received.*

Mr. Fletcher,
Troy, N. Y.

Dear Mr. Fletcher:

About the end of August, you will recall, I sent you a few personal lines in which I asked that you permit this store to serve you.

Last Friday some very substantial shipments of new Fall Suits came in and this morning I received a few copies of the new Style Book. Thinking that you would like to have one I had my stenographer mail you a copy.

This book illustrates some very smart, sensible models of dependable Clothes. In them expert tailoring and neatly patterned all-wool materials are combined. For fit, wear, value, satisfaction and correct style we guarantee them absolutely.

If you can conveniently spare a few moments the next time you're passing, just step in. I want to show you patterns in your correct size that will appeal to your good taste and judgment when you see them. You will admit that the prices are as attractive as the clothes.

Assuring you that your patronage will be highly appreciated, I am, with best wishes

Very truly yours,

MEN'S CLOTHING

*Featuring better clothes
and better styles.*

Mr. K. L. Ames,
111 Main St.,
Buffalo, N. Y.

Dear Mr. Ames:

Have you noticed how many more well-dressed men you see on the streets, this Fall, than in former years? And have you stopped to ask yourself, "Why"?

We think we know the answer. At any rate, our Men's Clothing Department is doing a record business. We're just about doubling up on former years. And with more BLANK Suits and Topcoats on the street, it's easy to figure why more men than formerly look so smartly dressed.

If you want to see what's correct---what's new, smart and on the top-rung of style, see the Fall and Winter models now on our Fourth Floor. You're going to get a pleasant surprise when you see the prices, too. They're lower---much lower---than last year's. You see, our judgment was right. We bought when the market temporarily sagged and before the prices started upwards again.

Where we saved, you save. That's the BLANK policy.

There's an experienced salesman waiting to show you around. No obligation! Just feel free to come in whenever you please, to see what's new and up-to-date.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Letter on Service, designed
to build good will.*

Mr. L. H. Henry,
111 Main St.,
Chicago, Ill.

Dear Mr. Henry:

Just a word about SERVICE. We believe in Service. It's our creed. We're going to try and work it out more and more every day in our store --- something like this.

Display windows that are both interesting and artistic --- to greet you outside our store. The newest merchandise, displayed systematically for speedy service, to please the eye when within --- and Prompt Attention. We believe our new equipment by the reduction of overhead expense will enable us to give even better values for your money, which ought to sell more for us. And this is all backed up with cheerful and courteous treatment.

Respect for your taste and opinions. You know what you want. You know if it fits.

Our clerks aren't paid to LOOK BUSY, nor are they paid by the number of sales they make. They are paid to look for YOUR SUIT until they find it --- or don't find it, which isn't likely --- no matter how long it takes. And you need never feel obligated to buy. If we can't please you in every detail --- we don't expect you to --- and we don't want you to.

This is YOUR STORE. Business is more than dollars and cents with us.

Sincerely yours,

MEN'S CLOTHING

*We sell only clothes that please,
because they're the only kind
will bring you back.*

Mr. W. W. Frankel,
111 Main St.,
Binghamton, N. Y.

Dear Mr. Frankel:

Did you ever purchase a suit of clothes and after wearing it a day or two say to yourself: "That's the best suit I've ever bought"?

That is exactly how we aim to have our customers feel after each transaction. We want them satisfied---so well satisfied that they will want to do all their trading here.

We realize that if a man "takes pleasure" in wearing a suit, hat or pair of shoes bought at our stores, we have made a customer. We know, too, if a mother buys a suit for her boy, and everybody "admires it", it will be the means of making new friends.

For seventeen years our policy, therefore, has been a painstaking, earnest effort to "PLEASE"---please with QUALITY, PRICE, SERVICE. And, our working force has been trained accordingly. All see to it that the customer IS satisfied.

We are showing a remarkable range of new weaves and some very good patterns in materials of reliable quality. We know that these materials will appeal to you.

Won't you come in and give us a frank opinion of our Fall selections? We believe you'll be impressed.

Sincerely,

BUILDING RETAIL BUSINESS BY LETTER

*Importance of fit in
buying clothes.*

Mr. K. N. Froth,
111 Main St.,
Chicago, Ill.

Dear Mr. Froth:

A young man came into our store a few days ago, wearing a new suit. The cut was good. The cloth was costly. The workmanship was careful. But he wasn't pleased. He'd bought it out of town and he didn't like it. He didn't quite know just why.

We told him. It didn't fit.

Unless clothes are properly fitted, by men who know their business, they won't look well regardless of their cost.

Those who have dealt with us in the past, Mr. Froth, know that our men know enough of tailoring to insure your getting the proper effect.

In fact, we can offer you the advantages of custom tailoring without the bother of try-ons; and our prices today for finished suits would not have bought the cloth in them a few months back.

Yours sincerely,

MEN'S CLOTHING

*Chatty letter—making mention
of clothes handled.*

Mr. J. K Henderson,
111 Main St.,
Chicago, Ill.

Dear Mr. Henderson:

Mark Twain used to say he liked to write, but he'd rather talk.

It is that way with us. We'd rather talk to you; but if you don't give us the chance we are going to keep on writing you.

The reason is this: We know we have the stylish clothes you like, and when you know you can give someone what he wants you keep at it until you show him you have the goods.

There are other reasons for coming here besides style; all-wool fabrics and fine tailoring are absolutely necessary; style won't stay stylish without them.

You get everything here in BLANK and BLANK Clothes, besides the largest variety of Palm Beaches and Mohairs we have ever shown, including a guarantee of satisfaction with every garment.

Come in today or tomorrow and look. You don't have to buy clothing - all we want to do is to "just show" you.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Clothes of character, individuality
and attractive style.*

Mr. M. C. Howe,
581 Main St.,
Boston, Mass.

Dear Mr. Howe:

It is our business as conscientious clothiers to see that our patrons are kept looking prosperous---to help them gain every advantage from favorable first impressions---by keeping them well-dressed.

And no time for this is so important as right now, at the close of vacation, when rested nerves and fresh enthusiasms inspire a readjustment of one's point of view and create new standards of value.

Now is the time when one wants the consciousness that one's clothes denote character, interpret individuality and lend distinction---qualities to be gained only where expert tailoring, irreproachable style and handsome suitings are supplemented by that salesmanship which finds personality in color and cut and provides perfect selection.

Let us help you find the BLANK Suit which was "made for you".

Very truly yours,

MEN'S CLOTHING

*Without quality no price
is a good price.*

Mr. R. J. Jones,
701 Royal St.,
New Orleans, La.

Dear Mr. Jones:

It's easy to fall down stairs.

DON'T FALL TOO HARD FOR A PRICE THAT IS EASY
TO PAY.

The wholesale clothing market right now is lined up on both sides with mediocre clothing. We had a hundred opportunities to buy cheap Fall Suits, and turned them down. You are going to have the same opportunities presented to you, Mr. Jones, and since you are not in the business, the sweetness of these low prices may attract your buying gaze.

But take our advice and don't fall. You'll get hurt if you do, and there's no accident insurance on a poor bargain. Buy a good suit, a true suit, a suit with a BLANK label and you'll be both independent and "in the pocket." And what we say about suits, is equally true about overcoats, shoes and hats.

And, remember, that we are always pleased to show you.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Man's worth often estimated
by his personal appearance.*

Mr. John Smith,
435 Main St.,
Philadelphia, Pa.

Dear Mr. Smith:

In these days when business decisions are made promptly, a man's worth is often estimated by his personal appearance. Briefly, a well-groomed look is essential to success.

The vital question with most men today is where to buy good-looking, well-fitting clothes that will give long service --- at economy prices.

A look over our wide range of Summer weight suits will convince you that they are immeasurably superior in value to anything you will find in town. They have the imprint of individuality --- they lift you out of the ruck --- earn for you the reputation of being well-dressed in the best sense among the people.

We can, from our big stock, fit everybody perfectly --- young, old, slim, stout, short, tall --- and please the critical as well as the easily suited.

Our suits and overcoats are built and tailored in the most approved late styles in worthy weaves. There's nothing to over-look in the clothing we sell. It's as faultless as expert tailors can make it.

If you will reflect on the number of acquaintances you encounter in the course of one day, you will realize the immense advantage the smart man has over the "near-dressed" fellow.

This display of distinctive summer suits will make a strong appeal to your taste and good judgment.

Very truly yours,

MEN'S CLOTHING

*Announcing arrival of
Spring stocks.*

Mr. John O'Bryan,
Reistertown Rd.,
Baltimore, Md.

Dear Sir:

The Spring Clothes have just come in - and they are getting by our censor as the best lot of materials and styles we've seen since the days before the war. Enthusiasm is running high at BLANK'S this week - and the ONLY cloud over our satisfaction is that you haven't been in.

Don't put it off, Mr. O'Bryan. Make it a POINT to stop in, some day soon, and see these clean-cut, uncommon Clothes.

And, mark you, the goodness of our garments isn't all Exterior - the interior finish, seams and linings are RIGHT. In other words, you can go behind the scenes and find the right stuff.

Seriously, BLANK Clothes are far superior to ordinary ready-made and are as near perfect as expert tailoring can make them.

When are you coming in? We're waiting.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Absolute satisfaction basis
on which clothes are sold.*

Mr. Jack Brown,
549 5th Ave.,
Boston, Mass.

Dear Sir:

Satisfaction is what you buy in clothes.
When you're satisfied you have everything you want:
Good value, all-wool quality, smart style, fit and
careful tailoring.

Wear BLANK clothes once, Mr. Brown, and
they'll give you such satisfaction you'll never want
any others.

More young men ask for these guaranteed clothes
than any others. Customers have preferred to wait for
their particular size or pattern rather than wear some
other make.

You'll find us always ready to "just show"
you these good clothes. Come in any time. We never
expect you to buy unless you're in the mood.

Very truly yours,

MEN'S CLOTHING

*A joyous Golden
Rule letter.*

Mr. J. George,
111 Main St,
Medina, N. Y.

Dear Mr. George:

Funny what a Fatherly, Personal interest we're taking in what you wear, when you wear it and how much you pay for it! But we have to keep you looking prosperous, for your own good, as well as ours.

AND---we know that life isn't just a Primrose Path, where you can pick the Gleeful Dollars off ever-bearing trees---not by a long shot. So, we can't have you paying TOO MUCH for things, or sacrificing Quality, as prices go up.

We do business according to the Golden Rule, and help you SAVE money, as much as your trade helps us to make it. Real economy is the BEST, in quality, style, workmanship and fit, for your money. And that's just saying "BLANK Clothes" in a round-a-about way.

The new Palm Beach and light-weight all-wool Summer Suits---soft-collared shirts---flannel trousers and etc.---are all waiting on our racks for your selection. Just like human beings, they are even better inside than out---and they are all ready for a full Summer of Cool and Comfortable Service to somebody. And remember, that during this month you can purchase any of our high priced silk shirts at greatly reduced prices.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Features clothes handled, hats,
shoes and other accessories.*

Mr. M. C. Jones,
902 Broadway,
Chicago, Ill.

Dear Sir:

We like to talk about BLANK Clothes.

Every time we open our wardrobe cases and lift the suits out, we have the feeling that HERE is clothing which is a delight to handle, a joy to examine, and a satisfaction to sell.

We have every style and fabric in stock that you would like. Something that will just suit you.

In our hat department, there are a number of new snappy styles in soft hats; also trim Derbys for the man who doesn't feel dressed up without one.

Shirts are here galore, with neckties that are really works of art.

And our shoe departments for Men, Boys and Girls have been remodeled, and the stocks so enlarged, that we are able to take care of twice the number of customers.

Come in and look our stocks over; the latch key is always out.

Very truly yours,

MEN'S CLOTHING

*Style book being forwarded
under separate cover.*

Mr. John Smith,
Concord St.,
Concord, Mass.

Dear Mr. Smith:

Day before yesterday we mailed you a copy of "The Fashion" a text book on Spring Styles. We mailed it to you because we know that you are interested in good clothes.

A Concord institution, we are here to serve you with the best clothing, fairly priced; expert fitting and intelligent service.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Announcing completion of
improvements for convenience
of patrons.*

Mr. R. C. Jones,
224 Third St.,
Dayton, Ohio.

Dear Sir:

We've told you in a previous letter, of the many improvements we have made for you in our Men's Store and of the real reasons why this store should be foremost in your mind when in need of anything to wear.

Men who have learned the lesson of quality find in our Men's Store the very definite answer to their clothing needs. For here you will find suits and over-coats for Fall and Winter of more than mere excellency of fabric and perfection of tailoring. Throughout our entire collection the thread of service - service that manifests itself not in the surface display of the clothes, but in the enduring wear our clothes will give until the day they are discarded.

Announcement of the Fall Season for Men and Young Men is also made, that new assortments of these excellent clothes are here ready to be chosen. And no matter in what style, color or pattern a man's preference finds expression, he may be sure that here his judgment is secure - that he has bought the very best clothes his money can buy, at no excessive prices.

Our closing argument, is - "Satisfaction or your Money back"; we can't put it any plainer. You decide the satisfaction by test of wear; we decide by what you say whether or not you're satisfied. Our years of satisfactory service are your guarantee.

Sincerely yours,

MEN'S CLOTHING

*Economy is not to be measured
by price, but service clothes
give.*

Mr. J. K. Brown,
111 Main St.,
Chicago, Ill.

Dear Mr. Brown:

You know that real economy is not in a "cheap" price, but in paying enough to get quality. It means that a suit of clothes for \$40 often costs really less than \$25.

Here's the idea: A \$40 BLANK suit at this store will outwear two ordinary \$25 suits; you make \$10. That's what we mean by economy and that's just the thing you are after.

BLANK clothes are all-wool; they are honestly tailored; style is the best; they will wear a long time; the colors are fast and will not fade. Here are serges, hard finished worsteds at \$35 and up. We'd like to have a chance to show them to you, together with the shirts, shoes, hats and other good merchandise. Everything we sell is guaranteed to give you satisfaction. "Satisfaction" means to us just what it does to you. If you aren't pleased, you get your money back.

Come in any time you are in town; you don't need to buy a thing. Make this store your headquarters; use our phone, check bundles. You'll like the friendly spirit here.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*General letter featuring
Spring and Easter.*

Mr. Alfred Jordon,
62 Fourth Ave.,
Philadelphia, Pa.

Dear Sir:

FOR GOOD CLOTHES---

You should take time, Mr. Jordon to visit our store THIS WEEK. We confidently believe you'll be impressed with the QUALITY clothes we are now showing.

There are suits with a certain "touch and go" that will make a man feel as fit as he looks on Easter morning. "Friendly" garments, every one of them, because they'll hold trade for us by pleasing the man who wears them.

Right now, you will find also a complete line of shoes, hats and furnishings for men; boys' clothing and furnishings; girls' clothing, millinery and children's shoes.

Much care was exercised in the selection of these Spring goods. This is one of those stores always looking ahead---always planning to anticipate its customers' future needs and providing for them.

It is not enough to have waited on a customer courteously, promptly and at fair price and stop there---other days are coming. The goal on which appear the words "BLANK Quality" is our aim.

Come in during the week. We'll be more than pleased to "just show" you anything in which you are interested.

Cordially yours,

MEN'S CLOTHING

*Purchases must be satisfactory
because of "Money back"
policy.*

Mr. J. B. Henderson,
111 Main St.,
New York City.

Dear Mr. Henderson:

You can't go wrong on any purchase you make here, because it is an inviolate rule with us to refund money cheerfully on any unsatisfactory purchase.

From the time we opened our doors, we realized that to hold our customers and to keep adding to them we MUST give absolute satisfaction --- satisfaction both as to service and quality of our merchandise.

To this policy we attribute our growth and host of friends. Men come to us season after season because they know we take a deep interest in pleasing them.

Our clothes and all the other good things that men wear we buy only from makers of the highest standing. We stand back of every article we sell, and therefore, must know what the goods are before we offer them to you.

Right now, with Thanksgiving just around the corner, you must come in to see our excellent line of Overcoats and other Thanksgiving Day requirements --- handsome Shirts, Hosiery, Underwear, Gloves, Ties, etc.

You're welcome. You'll find us always ready to "just show" you anything in which you are interested.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

A "Good Will" letter, with incidental mention of new prices.

Mr. Frank Kingwell,
R. R. 1,
Mt. Vernon, N. Y.

Dear Sir:

The letters that you have been getting from us are mostly for the purpose of getting you better acquainted with our store.

We know that if we expect to live to a respectable, prosperous, ripe old age we've got to begin gathering in a few Real Friends---right now. We are trying every day to better our service. We are always glad to get suggestions and even criticism from you and all our friends. It means you're interested.

The particular thing we wanted to write you about today was buying a Suit or Overcoat and buying it NOW---you have heard a lot about the high prices---they're still going up and will be higher still next Spring. We say, stock up.

Our friends will take a tip, we're hoping, and lay in whatever they will need in the clothing line.

Very truly yours,

MEN'S CLOTHING

Advance purchase of large stocks make possible the present values.

Mr. Frank H. Mann,
R. R. 1
Valhalla, N. Y.

Dear Mr. Mann:

Once upon a time, as the Fairy Tales usually start, everybody could sell at about the same price -- not so today. No siree.

Today the man that had a weak heart six months ago is not in the race of competition. You can't let the risk of buying scare you. We didn't. We took the bull right by the horns months ago and BOUGHT -- so today we can supply you with many things at prices lower than today's market price.

After all, what is the use of writing too much about prices in a letter; come in and let your eyes see.

The reason we always remind you that BLANK and BLANK make our clothes, is because we know that they are the best.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Easter letter announcing
arrival new stocks.*

Mr. J. Johnson,
333 Sixth Ave.,
Albany, N. Y.

Dear Mr. Johnson:

Here we are again. Sort of habit that we write so often.

Did you ever think what a help it would be if you'd just tell the other fellow when you think a good thing about our store? It might help him some, too. Pass the good word along, if you're with us. Thanks.

Easter is just around the corner, and we suppose that you'll want some new "fittings". The Spring Shirts, Ties, Socks, etc., are coming in every day.

Spring Suits from the three best makers are also arriving daily. They're beauties, and the first grade we can buy. It will be a real pleasure to just show you a few of the new models. When are you coming in?

Cordially yours,

MEN'S CLOTHING

*A letter of friendship
and appreciation.*

Mr. L. K. Jones,
111 Main St.,
Wilkes-Barre, Pa.

Dear Mr. Jones:

Good morning, Mr. Jones. You know I have been writing you letters every once in awhile about this store of ours.

Pretty good store, of course, but we want our friends just to keep it in mind while we are pushing forward every day.

For what good is a store without friends? So we think, and work, and buy, and then we say "let's write our friends a letter and see what it will do."

We would like to be able to go out and see everybody personally, and talk to everyone who comes in the store. That is, of course, impossible; a letter will have to do. But if it brings your trade - you may be sure we'll appreciate it just the same---no trade comes to Blank without our appreciation.

There is going to be a saving for you if you buy this month. We would suggest that you watch our ads in the daily papers.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Vacation Goods
Series, No. 1.*

Mr. H. K. Blank,
111 Park Street,
Ithaca, N. Y.

Dear Mr. Blank:

He came into the store this morning and his eyes were heavy, with purplish circles beneath.

"Great Scott, Man, what's the matter?"

"Working too hard---too much business worry."

"Well, why not take a vacation? How long has it been since you've heard the whirring of the reel as you fought with a finny fellow? How much have you missed a morning dive into tingling waters? Or when did you hike into high hills and browse in comfy loafings in wild woods where the birds sweetly forgave your missing their melody so long, and droning bees lulled one to sleep amid lush....."

"Hold on there. Cut it short. No need of spouting poetry. I've got the fever right now, but where am I to get togs?"

"W H E R E ? Why right here, of course, I can fix you up with sturdy stuff of all kinds from riding-hiking breeches, built for rough usage, up to fancy frilly Hendan shirts in colors that rival our sunsets and that'll dazzle the dames on the flauntiest of our shores. I can fit you in a one-piece bathing bit that'll make your swimming a joy, or with golf-toggery that'll help you win your games, or flannels that'll defy rain's penetrations or sun's rays. Where d'you want to go? Mountains, beach, ranch, hunting, fishing, sporting---what? Just say the word and I'll get your outfit ready while we're talking and help you plan a real vacation."

He's on his way---but the thought comes to mind that perhaps I might render YOU a similar service. Why not let me make that NECESSARY vacation a thing of real comfort, real joy, long to linger in memory? May we not talk it over? Pick up your phone and call Main..... and then come in later and see the stuff I've laid out for just YOUR kind of a vacation. It'll be a pleasure to help.

Yours, for Summer joys,

MEN'S CLOTHING

*Vacation Goods
Series, No. 2.*

Mr. H. K. Blank,
111 Park Street,
Ithaca, N. Y.

Good Morning, Mr. Blank:-

Nix---NOT---N A Y! Don't squint at the thermometer, for the more you watch it the fierier grows your feelings against the rising heat.

Here's the cooling, soothing suggestion: THINK OF YOUR COMING VACATION AND PLAN ITS GREATER JOYS!

Is it to be at the seashore where Naiad Nymphs lave their cool curves in cooler waters? Or in high hills that lift their heads to cooling clouds? Or in the depths of dark woods where shadows flirt and flit with vagrant sunbeams? Or where finny fellows lurk beneath flurried foam? Or in a resort hotel where mirth and music and melody relieve one of work worries and business troubles?

No matter where you go, let me help you to make that vacation a real recreation bringer and we can do that best by fitting up your bags with those vacation togs that'll create comfort, appeal to your taste and never bring a yell from your pocketbook.

Select the place and let me help you select the wearing apparel that will leave a warm spot in your heart for the store that is looking after YOUR interests---and that store is

Yours for a better vacation,

BUILDING RETAIL BUSINESS BY LETTER

*Vacation Goods
Series, No. 3.*

Mr. H. K. Blank,
111 Park Street,
Ithaca, N. Y.

Dear Mr. Blank:

How do you feel about this "drive" business? Being worked to death, don't you think? Every time I open my mail it is a "Beg for This Drive" or an "Appeal for That Cause" while whenever a strange caller buzzes at my side, I know it is another "Come Thru for The Drive".

Here's the jolliest secret for beating 'em! In the press of all these "drives" why not take a real "drive" for yourself---for health and happiness in the shape of a genuine vacation?

It don't matter where you're going to spend it; whether in the sound of ocean's roar or in the whistles of the wind thru tall trees; whether in the lullaby of a babbling brook or in the shade cf great mountains, a real vacation means Re-creating your vital strength, your mental capacity, new vigor, new life, a new YOURSELF!

But, to make that vacation more enjoyable, more humanly beneficial, you'll need ONE THING and that one thing I'll help to make up---your outfit of vacation toggery.

Yep, if you'll study the map instead of the mercury---if you'll muddle around time tables and resort dope and drop in here for half an hour, I'll do my darnest to fix you out for that very kind of a vacation you've decided to take, no matter where you plan to spend it. Frankly, it'll be a real pleasure to help you get more out of life in a vacation of real joy. Ring phone Main..... and tell me where you're goin' and let me make up a selection for you.

Here's all good wishes for that "Happiness Drive".

Sincerely,

MEN'S CLOTHING

*Vacation Goods Series, No. 4.
See "Collections" Section, pages
543-544, for explanation of the
string idea.*

Mr. H. K. Blank,
111 Park Street,
Ithaca, N. Y.

Good Morning, Mr. Blank:

Man, man, if you had a two-pounder fighting on
the end of a line like this---if you stood knee deep in
a foam flecked mountain stream with the shade of an aspen
over your shoulder and (sh-whisper this) there was a
bottle cooling in the spring ready for your victory -----

Or, if you were trolling from the stern of a
skiff, with Jimmy-pipe sending smoke incense curling up
your nostrils and something made the reel whir into a
sizzling whizzes and you almost kicked over the basket of
"bait" in your eagerness to gaff the scaly beauty---wouldn't
it be a "grand and glorious feeling" as the cartoons say?

Well, why not make it a reality? Let me help
you plan and prepare for a real vacation, no matter whether
you take it at the seaside or in the high hills, whether
you want it camping from the car or roughing it at some
ranch, or wearing fancy frills at some big hotel. I may not
be able to help you with "bottle and bait" but---I can sure-
ly supply you with togs that will make your vacation a dozen
times more pleasurable, which means greater profit to both of
us.

Yes, the whole range of stuff---shimmery silk
shirts that'll widen the eyes of the "peaches on the beaches",
or rough flannels that shed rain and fool shining sun---one
piece bathing stuff and riding-hiking breeches that give cool-
ing comfort for your sport---all kinds of netherwear, for all
conditions and all of the rest of the togs that man needs and
woman loves when worn by a real HE-MAN. If you'll let me help
you, perhaps you too will rejoice in the resultful vacation
and reward me with a picture postcard showing its jolly "Oh man,
ain't it a grand and glorious feeling!"

Right cheerily,

BUILDING RETAIL BUSINESS BY LETTER

*Vacation Goods
Series, No. 5.*

Mr. H. K. Blank,
111 Park Street,
Ithaca, N. Y.

Dear Mr. Blank:

Do you know what THIS day is? Just glance at your calendar and see how time flies and then realize that this is the best day for one important decision: WHERE SHALL I SPEND MY VACATION?

When Bruin hibernates, when trees drop their leaves, it is but evidence that Nature demands and TAKES a rest---a health and strength insuring vacation. All too often, we complacent "wiser creatures" refuse to take lessons from Mother Nature and work ourselves into a strength-sapping illness or an earlier grave. It is a genuine God-given Blessing, this vacation time, and I wonder if I may not sincerely contribute to the pleasure and happiness you aim to get from your vacation.

May I assist in the plans and preparations?

It will give me a degree of pleasure to aid in fixing up your bags with those clothes best suited to the country you may visit and the nature of the recreations in which you may indulge. Whether it be shimmering silken shirts, or rough outing flannels; whether it be riding-hiking-tennis-golfing-bathing-yachting-driving-dancing-fishing' or other of the delights that add to one's joys, our stock is yours to command. While we may not have exactly all that is needed, our phone will get it for you at a minimum of bother to you but with a maximum of pleasure in the results. Just decide where and when and then call Main and talk over other aspects - there being no obligation involved.

Here's all good wishes, and when you come back, my reward will be ample if you drop in and say "Thanks for the suggestions---my vacation was bully, was real HE-creation."

Sincerely,

MEN'S CLOTHING

*Unique style, one of
series. Letter No. 1.*

Mr. L. S. Deck,
111 Main St.,
Baltimore, Md.

Dear Mr. Deck:

This is the time for---
Good Dressers to think of
Good Clothes.

Or stating it briefly---
---a good time for you to think of---
---The BLANK CLOTHES SHOP---and the---
---interesting new things it has---
---to show you.

Spring Suits and Top Coats of the best
materials, with no flaws in the making
or faults in the Style. Come and see
them, Mr. Deck - they are sure to please
you.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Unique style, one of
series. Letter No. 2.*

Mr. L. S. Deck,
111 Main St.,
Binghamton, N. Y.

Dear Mr. Deck:

Again---
---let us remind you.

When your mind dwells on
clothes or furnishings---
---think of Blanks.

How about Hats---Soft Hats,
and caps of all shapes,
and sizes---Crowns of Character?
See us, Mr. Deck, about your Spring
Head-wear. We'll know.

May we expect you soon, this week?

Very truly yours,

MEN'S CLOTHING

*Unique style, one of
series. Letter No. 3.*

Mr. L. S. Deck,
111 Main St.,
Binghamton, N. Y.

Dear Mr. Deck:

They say the third time
is the Charm!

This is our third invi-
tation.
The Store for Good Dressers---
---is waiting for you.

This is the store, Mr. Deck. You can
easily prove it.

Put up a GOOD SHIRT FRONT to the World
and you'll find it friendly. We know..
because we sell them..the GOOD ones.
Make us prove that, too.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Unique style, one of
series. Letter No. 4.*

Mr. L. S. Deck,
111 Main St.,
Binghamton, N. Y.

Dear Mr. Deck:

Easter is just five days
off! Are you prepared?

Easter and Good Clothes go hand in
hand. It's tradition, Mr. Deck.

In the spirit of the time, this store
meets you half way---and more---with
Special Easter Offerings.

You'll find our haberdashery and Clothes
"TRUE BLUE" all through---and our Prices
---RIGHTEOUS. The Altar of our Business
is CONSCIENCE.

Accept our Season's Greetings---

Very truly yours,

MEN'S CLOTHING

*Unique style, one of
series. Letter No. 5.*

Mr. L. S. Deck,
111 Main St.,
Binghamton, N. Y.

Dear Mr. Deck:

April Twenty-third!

The season is waning---
but we still have a large
assortment of Good Clothes,
made by BLANK
and other Master Craftsmen.

Suits with a certain "Touch and Go"
that will make a man FEEL as fit as
he looks.

Can you resist, Mr. Deck?

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A series to women about Christmas
gifts at a "Man's Store." Letter
No. 1.*

Mrs. Blanche Rafferty,
22 Bank Street,
Trenton, N. J.

Dear Mrs. Rafferty:

Only 18 more shopping days, before Christmas! So look over your list today, Mrs. Rafferty. Check off Dad's name, and the boys, and your brother. There's an easy way to settle them. Just this --- buy your gifts for MEN in a man's store. That's where they would go themselves.

We are making it a point to adapt our Service to women during this Christmas Season. You'll find our clerks taking a personal interest in your selection --- whether it is a small, impersonal gift or the big Present for one of the family.

Cordially yours,

MEN'S CLOTHING

*A series to women about Christmas
gifts at a "Man's Store." Letter
No. 2.*

Mrs. Helena Hulskamp,
Box 5,
Trenton, N. J.

Dear Mrs. Hulskamp:

Do you realize---only 15 more days to SHOP? Have you thought of the Blank & Blank store for your gifts for Men?

We have everything a man wears. How about a smoking jacket---a silk shirt or a pair of comfortable gloves for motoring---a silk muffler---even a suit of clothes (here's your chance to pick it out yourself)---or a genuine leather travelling bag?

Come in and make yourself at home. You'll probably find a lot of your friends here. It's YOUR STORE, for 15 days.

Expectantly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A series to women about Christmas
gifts at a "Man's Store." Letter
No. 3.*

Mrs. R. Hayes,
735 Brice St.,
Trenton, N. J.

Dear Madam:

TIME FLIES! 10 more days! You can count them on your fingers. Just a friendly tip --- it is WISE to do your Christmas shopping early, while selections are at their best.

Women certainly have an eye for Good Color Schemes. Sets, made up of a shirt, a tie and a pair of socks, are walking out every day, hand in hand, one after the other --- the best looking triplets you ever saw. That seems to be a popular gift. Lucky men!

Remember --- we are at your especial service, for 10 more days --- until CHRISTMAS.

Sincerely yours,

MEN'S CLOTHING

*A series to women about Christmas
gifts at a "Man's Store." Letter
No. 4.*

Mrs. Ralph Welcher,
15 Main St.,
Trenton, N. J.

Dear Mrs. Welcher:

NINE MORE DAYS OF GRACE! Time waits for
no man, nor his wife!

If it is a man's gift that is perplexing
you, drop in at Blank's where men of taste buy their
own things. Perhaps we can help you.

You will find many gift suggestions for
man or boy. We have everything that men wear, from
the sturdy, substantial necessities, to the desirable
extras that emphasize "Well-groomed". Our latch is
open until late at night now, for CHRISTMAS is near.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*A series to women about Christmas
gifts at a "Man's Store." Letter
No. 5.*

Mrs. Josephine Pettit,
17 7th Ave.,
Trenton, N. J.

Dear Mrs. Pettit:

You have just FIVE MORE DAYS for your Christmas shopping! We are all ready for the last big Rush---extra clerks---fresh stocks---everything on display for suggestions.

You can shop here in a quiet way---no one hurrying you into getting something you don't want. It won't take any time at all to pick up the last few things you want, in our shop. The USEFUL GIFT with our guarantee of good quality, will please any man on earth. You can find the things men like in a Man's Shop, best. That's obvious.

We will be looking for you.

Respectfully yours,

MEN'S CLOTHING

*A series to women about Christmas
gifts at a "Man's Store." Letter
No. 6.*

Mrs. Charles Leichner,
1816 Broadway,
Trenton, N. J.

Dear Mrs. Leichner:

Just TWO MORE DAYS UNTIL CHRISTMAS!

Are you ready? Is CHRISTMAS going to be the same old merry game of surprises and laughing "Thank you's", at your house, this year? For every member of the family?

Don't neglect Dad and the big Brother. They're kinda quiet about it, but they're just as pleased over a thoughtful gift from you as the youngsters are. That's a man's way. If you decide to add some little gifts to the Big one -- come in. Our doors are open to you until the last minute.

We wish you a very merry CHRISTMAS!

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*A Christmas
letter.*

Mr. L. M. Anderson,
128 Spring St.,
Roanoke, Va.

Dear Mr. Anderson:

'Round about Christmas time, we're all taking a look backward and a look ahead---and this year, Mr. Anderson, the look ahead puts one more bell on the merry little Christmas Spirit. For we can see that better times are coming!

It is my wish for you that you will have a very happy holiday with your family and friends, at this time---and that your prospects for the New Year will be the brightest.

When CHRISTMAS DAY comes around, we make a point of forgetting cares and responsibilities of business---and getting down to thoughts about the things that really count---friendship, ideals, service, loyalty, honesty---the things that you and I are both working for, in our respective ways.

That is why I am prompted to send you my personal good wishes for a Season of Good Cheer---and a year more full of progress and inspiration than the last!

Sincerely yours,

MEN'S CLOTHING

*Christmas letter urging
early shopping.*

Mr. S. A. Spear,
821 Springfield Ave.,
Newark, N. J.

Dear Mr. Spear:

At the last minute, on Christmas Eve, when the better goods are gone and the shops are crowded and the clerks are tired and hurried, many people say to themselves, "NEXT year I'll surely do my shopping early." But---it's easy to forget that resolution.

Forehanded buyers are already taking advantage of our wide selections. Our stock of worth-while gifts for men is at its best right now---sensible, serviceable things that will bring the giver to mind week after week and month after month. Come and see them!

There are very few ways in which it is as EASY to judge a man's taste, as in the matter of clothes. He goes around every day showing just what he likes and wants. It's simple enough to select for him if you just notice what he wears.

Futhermore, we are pretty widely acquainted with the tastes of the men of this region, and if you'll tell us for whom you are buying we can often advise.

We're glad to help in any way!

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A letter mailed from New York
about stocks purchased there.*

Mr. Pomeroy Lang,
42 Market St.,
Rochester, N. Y.

Dear Mr. Lang:

Before you purchase that Fall suit, stop in at the store and let us "just show" you the garments that I selected here at the market.

The past two weeks I spent here in New York, as well as Chicago and Rochester, looking over the lines of the foremost clothing makers. All previous productions in the way of materials, styles and values are surpassed this year.

Although there has been a considerable shortage of goods this season, I have been very successful in obtaining a most complete line. I look for many of these purchases to be on display at the store within the next two weeks.

Owing to our increasing volume of business and our improved system of operation, we are going to have the prices down.

Stop in before you buy that Fall Suit and give ours the "once over".

Sincerely yours,

MEN'S CLOTHING

*Location plus
price values.*

Mr. Jack Ross,
Cincinnati, Ohio

Dear Sir:

Either way you go--up and down Main Street, you'll find BLANK STORES, on two convenient corners. You can't miss us.

And you won't want to. There you'll find the best styles and the best values in town--"Standardized Values" that "stand" at a uniformly low price from the beginning of the season to the end. If you buy you can depend on it that the price you pay is "cut to the bone" NOW--so close, in fact as to permit of no price manipulation later in the season, still at a profit!

Confidentially, our volume of business this year, in two stores, will exceed \$1,500,000.00--strictly in Men's Wear! No city in this country with twice population, can produce a Men's Store doing so large a business. We sell this volume because STANDARDIZED VALUES are simply RIGHT VALUES.

Come in---and make us prove this.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

Explaining why no-cut price sales are ever held.

Mr. Herbert Flax,
987 Longwood Ave.,
New Haven, Conn.

Dear Mr. Flax:

This letter is to extend to you the season's Greetings and incidentally to ask if you have ever wondered why we do not have cut price sales.

So many of our friends have asked this same question, we thought you too might be interested.

The merchandise that we handle is of the most desirable quality, the kind that moves readily. The result is that at the end of the season we never have a stock of undesirable "left-overs" to "pawn" off on the public by using so-called price slashing tactics as an inducement to buy.

It has always been our aim to earn and deserve the business of our many friends by carrying only the most dependable clothing, furnishings and hats; by giving 100% value fifty-two weeks out of the year instead of padding prices so as to be able to slash them at the end of a season.

To make our little story short, the merchandise that is offered at cut prices has been picked over and passed on by the public the past season or longer, and must be undesirable or would have been sold without any special inducement.

Knowing that you do not want that kind of merchandise, we will adhere strictly to our present policy.

Again wishing you a very Happy and Prosperous New Year, we are,

Yours very truly,

MEN'S CLOTHING

*Holiday greetings with announcement
of Annual January Sales.*

Mr. Jack Corn,
345 Hoe Ave.,
Cedar Rapids, Iowa.

Dear Mr. Corn:

As we extend to you our best wishes for a most Happy and Prosperous New Year, we feel it our duty to acquaint you with the coming feature events of the Blank Stores---our Annual January Sales.

January is "house-cleaning" time in these two stores. Regardless of abnormal conditions and soaring prices, we are following our usual custom at this time of the year in greatly reducing the prices on our stocks of men's and boys' clothing and furnishings, that a quick clearance of winter merchandise may be achieved.

You know the character of these events from past experience, I am sure. You'll do well to take advantage of these sales. They represent the best chance of the season to save money on your clothing needs, with every uncertainty as to style, quality and service eliminated.

Our January Sales begin in both stores on Jan. 3rd. Just bear this date in mind---it means clothing money saved.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Semi-Annual Refund
Sale.*

Mr. Jack Spiro,
345 Grand St.,
Davenport, Iowa.

Dear Mr. Spiro:

Next Thursday, Feb. 7, newspapers will flash the news of the most Sensational Clothing Event of the Season--our BIG SEMI-ANNUAL REFUND SALE.

Always noted for its remarkable values, the GRAND CLIMAX is reached this season because of exceptional conditions. This is without exaggeration, the opportunity of a life-time to buy clothing.

For your convenience and other valued patrons, we have set aside three days, Feb. 4th to 7th prior to this public announcement, to permit you to make your selection first.

Contrary to general belief, PRICES will be HIGHER than ever this Fall. It is still utterly impossible to produce QUALITY clothes at lower prices. As makers of fine clothing we KNOW, and TIME alone may correct this unfortunate condition.

Do not fail to take advantage of this three days SPECIAL PRIVILEGE, allowed you as an old customer. The fact that Blank VALUES were BETTER VALUES, in the first place, should convince you of the importance of this sale.

The dates are Feb. 4th to 7th. DON'T FORGET.

Cordially yours,

MEN'S CLOTHING

*A Clearance Sale affording
a 20% saving.*

Mr. Tom Dirks,
154 West 156th St.,
New York City.

Dear Mr. Dirks:

We appreciate your interest in and your knowledge of good clothes. We know that your judgment in the matter of color, pattern and quality of material is practical.

For these reasons, and the fact that our clothing values are unmatched, we want to call your attention to our pre-inventory January Clearance Sale which commences next Tuesday.

During the next two weeks, no matter what article you buy here, there will be at a discount of 20% off of the regular price.

This January Clearance Sale, just before taking inventory, is an annual event with us and this year is no exception to the rule. As usual, the values are wonderful.

You owe it to yourself to come in and inspect our display. We owe it to you to extend our courteous service when you come.

Very cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*The Annual Mid-Summer Sale
which thousands of men look
for.*

Mr. Wm. Albee,
2730 N. Illinois St.,
Indianapolis, Ind.

Dear Mr. Albee:

This letter is to notify you, of our Annual Mid-Summer Sale of furnishings.

Hundreds, yes thousands of men take advantage of this money-saving event each year.

With a reduction off of our USUAL money-saving prices, it makes this sale the best in the city.

We pride ourselves on offering not only Real Values, but Larger Assortments in all sale goods. You will never find us putting "Baits" in our show windows and trying to sell you inferior goods inside.

An early call will be to your advantage.

Sincerely yours,

MEN'S CLOTHING

*One Thousand Suit and Overcoat
Sale. Additional 5% refund if the
thousand are sold.*

Mr. Chas. Banks,
24 Howard Ave.,
Camden, N. J.

Dear Mr. Banks:

Our Ninth Semi-Annual One Thousand Suit and Overcoat Campaign DOES turn loose with all its fury tomorrow (Jan. 5) as you will see by the papers.

It's a real, rare chance for you, to get quality and style in clothes and the other things that men wear at a BIG REDUCTION FROM THE REGULAR PRICES.

You know the Blank's merchandise and methods. We have always respected the confidence of Camden folks. So this sale is a REAL SALE OF REGULAR GOODS.

And furthermore, if we succeed in selling one thousand suits and overcoats during the term of this sale, each individual will receive a refund of 5% of the amount he spent for clothing. Each purchaser receives a Certificate at the time of his purchase.

Make it a point to stop in very soon so that you may have a wide selection to choose from, and participate in a great sale with big savings.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Announcing January
sale.*

Mr. Wm. Brockman,
310 Duncan St.,
Joliet, Ill.

Dear Mr. Brockman:

We wrote you last week, informing you of the opening of the January Sales of the Blank's Store s. You've undoubtedly heard a great deal about their magnitude the last few days. This favorable comment was due to our exceptional value giving.

These January Sales are now in full swing, and if you have not already profited by their offerings, we assure you it will be to your advantage to attend them and pick your share of the "plums".

We do no "padding up" for these sales - no cheap merchandise injected into our stock for sales purposes only. The same honest, Blank stocks - honest reductions - honest, dependable values.

We'll appreciate the opportunity of having you drop in at either of our stores and allowing us to show you.

Very truly yours,

MEN'S CLOTHING

*Announcing an unexpected
sale because of recent fire.*

Mr. Eugene Anderson,
46 Main St.,
Bridgeport, Conn.

Dear Sir:

This is not the letter which I had intended sending you this month. But, a fire on New Year's day UPSET everything---INCLUDING PRICES---and, to such an extent, that immense crowds from surrounding communities are flocking in to take advantage of the LOW PRICES.

We need scarcely mention that ours is a store of "Quality". Only the best of everything enters here, and when I say to you, Mr. Anderson, that NOW is an opportune time to come in and stock up on your probable needs in the months to come, I do so because I KNOW you'll appreciate the unheard-of values.

You'll be able to purchase clothing and other wearing apparel at a saving of about 35%. So come in soon. You'll find it MORE than worth while.

Naturally, the best selections are first to go. I cannot, therefore, urge you too strongly to stop in the first moment.

Very cordially yours,

SECTION II
BOOTS AND SHOES

BUILDING RETAIL BUSINESS BY LETTER

*Shoe service by men who know
the business like Scientists.*

Mr. Nat. Clarke,
234 Madison St.,
Washington D. C.

Dear Mr. Clarke:

Did you ever sit in a shoe store and SUFFER, while an argumentative salesman tried to fit your foot to a shoe, rather than a shoe to your foot?

We have a staff of trained, expert salesmen, who know the shoe business like SCIENTISTS. We know that the FIT of a shoe is more important than in any other article of wearing apparel. A man's whole weight is there---and an ill-fitting shoe has a dragging, depressing effect on a man's health, energy and disposition.

The task of a shoe salesman is not a matter of diplomacy. It is a matter of COMMON SENSE and KNOWLEDGE of the human foot.

We accept no salesman who does not qualify in three particulars---years of experience, scientific training, and a real desire to SERVE as it is our store's policy to serve---giving PERFECT SATISFACTION.

You are cordially welcome to come in any time. We want you to get an idea of how we do business.

Very truly yours,

BOOTS AND SHOES

*Buy quality and you'll get
more value in the end.*

Mr. Fred McCarthy,
987 Boston Road,
Pelham, N. Y.

Dear Mr. McCarthy:

When shoes are as high-priced, and materials as unreliable as they have been since the war, you can't be too careful in your selection. Nothing is cheap now---and it is safer to have your eye on QUALITY FIRST---in the end you'll get more for your money.

We have been trying to solve this question by being careful, in the first place, in OUR buying. We will not take any chances on an unknown or uncertain make, these days. So we feel safe in assuring you that any settlement YOU may suggest will be made, if the shoes you buy from us do not prove satisfactory. By SATISFACTION, we mean:

They must hold their shape.

They must outlive the lifetime of an ordinary shoe.

We will sell you only what YOU consider a PERFECT FIT. You, alone, are to be the judge of that.
QUALITY IS OUR PLATFORM.

We believe we have a pair of shoes for every man or boy in town, every size and every width from AAA to EE in all varieties of shoes. If it should happen that we HAVEN'T the shoe that FITS YOUR particular need, taste and foot, we'll tell you so without quibbling, and then GET it as fast as we can.

We hope to have the pleasure of serving you.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Men's shoe letter giving
"reasons why."*

Mr. G. A. Kerr,
422 Ash St.,
Erie, Pa.

Dear Mr. Kerr:

We are writing you again to remind you that there is a SCIENTIFIC SHOE STORE, in town.

COMFORT is our business. The design of a shoe should follow the lines of the foot, with an eye, First, to inward ease, and, Secondly, to outward Style.

That is, of course, if the line of the foot is correct, in the first place. If it is not, we have shoes that will straighten that out. Our salesmen have specialized in treating all sorts of foot ailments, fallen arches, bunions, overlapping toes. A doctor can give you temporary relief, but it is only the CORRECTIVE SHOE, worn EVERY DAY, that can CURE and PREVENT foot troubles.

A comfortable, scientifically clad foot is a factor in EFFICIENCY. How much of a hit would you make if you came painfully into any business office for an interview, and had an immense expression of RELIEF on your face when you SAT DOWN! You'd create a fine impression of your energy and pep, wouldn't you?

We have shoes that will make you walk as though you owned the earth.

Come in and find out what kind of a shoe you OUGHT to wear. Do that much for your feet. They do a lot for you. We believe we can satisfy you thoroughly.

Sincerely yours,

BOOTS AND SHOES

*Right fit of first importance
to good shoes.*

Mr. J. K. Gunderson,
4567 Second Ave.,
Rome, N. Y.

Dear Mr. Gunderson:

For GOOD shoes -

Blank shoes will more than answer the purpose. They are the result of taste and skill of the world's master designers, who understand scientific shoe construction.

They are here now in the new, long, narrow toes for those who want the very latest style; and for those who simply CAN'T wear those thin, narrow toes, we have the comfortable broad toes, but so skillfully shaped that they have all the appearance of being narrow.

But perhaps you don't run to STYLE so much as comfort - for you, then, there are roomy, comfortable, sensible shapes, and in every size from unusually small to tremendously big; from broad, short to long, narrow.

Why not stop in tomorrow or the next day and try a pair on? You'll find us deeply interested in giving you a perfect fit.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Comfort, quality and style
in men's spring shoes.*

Mr. Seymour Webster,
Helena,
Montana.

Dear Mr. Webster:

We want to tell you a few things about shoes this morning because it happens to be the thing we know the most about.

Our early Spring Footwear has just arrived. There are some styles that are particularly good, in dark-toned leather, dull tan and black with the long toes and narrow vamp, for the man of discriminating taste.

It's hard to get the good, old-fashioned shoe that wore like iron, today. You know that. Times have changed---and so has shoe leather. You can't be too careful of what you buy, because nothing comes cheap anymore.

If "confidence begets confidence" we are sure we can inspire yours. This is why---

A man came in yesterday, an old friend of ours, for a new pair of shoes. He mentioned, as we took off the old ones, "That's the best pair of shoes I ever wore!" We hear that every day. Our old customers gladly tell us of the pleasure they take in our goods.

It is because we have such proof, that we are confident we can please you---not only in Comfort, dependable Quality and Style, but also in obliging Service.

May we show you these new styles within the next few days?

Very truly yours,

BOOTS AND SHOES

*Care should be exercised
in the proper selection of
footwear.*

Mr. J. B. Henderson,
133 Main St.,
Columbus, Ohio.

Dear Mr. Henderson:

Doesn't a pair of shoes that wrinkle wherever the foot bends, run over at the heel, scuffed off at the toe, detract from any self-respecting business man's appearance, Mr. Henderson? When you consider how much first impressions mean --- well, you can't afford to wear shoes after they begin to look like that.

When shoes are so high-priced, and materials as unreliable as they have been since the war, you can't be too careful in your selections.

We have been trying to solve this question by being careful, in the first place, in our buying. We will not take a chance on any uncertain or unknown make these days. So we feel safe in assuring you that any settlement you may suggest will be made if the shoes you buy here do not prove satisfactory. By SATISFACTION we mean ---

They must hold their shape. They must outlive the lifetime of an ordinary shoe. We will sell you only what you consider a perfect fit. You, alone, shall be the judge of that.

We had an idea that maybe about this time of year your old shoes might be getting that scuffed look and you were thinking a bit of investing in some new spring oxfords. We want you to remember that the shoe department of the Hub is like the rest of it.. built for Service. Come in any time; you are always welcome.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A forceful argument
on men's shoes.*

Mr. H. L. Marks,
45 East 5th St.,
Joliet, Ill.

Dear Mr. Marks:

You may be tired of hearing the word "Quality" --- it has been over-used since "PRICE" became a touchy subject. But there's a Quality Shoe Proposition we want to put before you, because we know it will strike "home" in your Fall buying problems.

It is just this. In the old days, it really was economy to buy a cheaper pair of shoes. They were Sturdy, well-cobbled and would WEAR, at least. Today it is a BARGAIN to buy the BEST. Once, when a well-sewed pair of shoes in the latest style and best of leather sold for \$7.00 --- a cheap make in the IDENTICAL leather but with no attempt at style, cost \$3.00 --- a difference worth considering. Today the leather that would retail in a Blank Shoe for \$13, will have to retail in the cheap make at \$10. And you are likely to get camouflaged leather, at that!

Quality is Paying Policy, these days. We carry Blanks and a few other excellent makes because we know it PAYS, in 1923, to buy the BEST. So you will find, if you investigate. Come in --- if we can't please you, there's absolutely no obligation!

Sincerely yours,

BOOTS AND SHOES

*Facts on men's
shoes.*

Mr. William Brooks,
3456 Third Ave.,
Toledo, Ohio.

Dear Mr. Brooks:

Let's get right down to price principles.

The man who decides to buy a pair of shoes solely on the basis of the price ticket is like the man who wanted to go to Springfield, Ill., but decided to go to Springfield, Mass., instead, because it didn't cost so much.

It's a question of buying one pair of good shoes a season --- or three pairs of cheap ones. Quality is really Economy, in the end. You CAN buy a great many "cheaper" Shoes, at lower prices than the Blank makes. But some things cost more because they are WORTH more. Expense is gauged, in the discriminating man's mind, not by what other and inferior things cost, but by Satisfaction and Service --- by VALUE RECEIVED.

A cheap shoe gets out of shape and "scuffs off" in no time, it isn't made to fit the arch correctly and it certainly never WEARS. In the Blank Shoe you get the BEST in leather, workmanship and style --- and everyone knows the Blank Quality. We carry them because they are the sort of merchandise that makes your money WORTH SPENDING.

The finest quality --- at sensible and consistent prices --- that is the "BLANK PROPOSITION".

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*A novel method of gaining
a man's interest in shoes.*

Mr. T. B. Gross,
456 Second Ave.,
Newark, N. J.

Dear Mr. Gross:

Under separate cover, we are sending you a cross section of a Blank shoe that we would like to have you examine critically.

Press the cushion of the shoe with your finger --- and you duplicate the action of your foot. Note how it sinks down into it, how the cushion will conform to every curve of your foot.

And note, too, the difference between the pliable inner sole and the ordinary hard, unyielding inner sole to which you have been accustomed. There's another thing you must look for. See the cork insert which insulates your foot from dampness. There's an ease in walking, and a security against climatic changes with these shoes.

These shoes are conservative in style but you will be surprised to find how good looking they are. They will enable you to have comfort and at the same time give you that substantial well shod appearance.

Because of the quality of material built into them, because of the even distribution of the weight of your body, and the relief of jar and pounding in your walking, they give more service. Before you buy another pair of shoes, come in and try on a pair of these.

Very truly yours,

BOOTS AND SHOES

A Campaign to sell Men's high grade shoes. Letter No. 1.

Mr. J. S. Cadigan,
32 Fenwood Rd.,
Brookline, Mass.

Dear Mr. Cadigan:

A man never gets so much money that he stops caring about the value he receives for it. The secret of good buying is to make a permanent connection with a reliable store.

The man who sells you shoes is like any other man who works for you---he becomes more expert the longer he continues to serve you. He gets a chance to study your tastes. You find what you want more promptly and certainly because he knows your needs.

Furthermore, Mr. Cadigan, he can buy for you to better advantage. His stock, which pleases his customers, sells fast. He can take a small mark-up because of his frequent turnovers. By your steady patronage you reduce the risk in his business and he in turn reduces the cost to you.

One of the big reasons why we can give our customers such remarkable value is that so many of them come back to us year after year.

Yours sincerely,

BUILDING RETAIL BUSINESS BY LETTER

A Campaign to sell Men's high grade shoes. Letter No. 2.

Mr. Teus Oreon,
287 Summit Ave.,
Brighton, Mass.

Dear Mr. Oreon:

You have to have shoes in any case. The only thing to be decided is where you will get them. We think this would be a good place.

Low cost per mile---that's a good test of shoe quality as well as tire quality. Your own satisfaction is the best test of the appearance of a shoe. BLANK Shoes have satisfied so many other critical buyers we think they would meet these tests for you.

But---we want you to like more than our merchandise, Mr. Oreon, when you trade here. We want you to like US. We maintain a spirit of cheerful, willing service as much for our own sake as for our patrons'---it does so much to make this place where we stay all day a pleasant one for everybody!

Of course nobody would trade here if BLANK Shoes weren't good, however pleasant we might be; but we can't help suspecting that many men PREFER to buy where they find us always ready to oblige, other things being equal. Is that true---?

Yours cordially,

BOOTS AND SHOES

*A Campaign to sell Men's high
grade shoes. Letter No. 3.*

Mr. Victor Kingsley,
416 Marlborough St.,
Boston, Mass.

Dear Mr. Kingsley:

We have told you BLANK Shoes were good---materials, design and workmanship. We've told you why.

You know that they are built to be comfortable as well as to look well. They appeal particularly to men who are interested primarily in shoes which will increase their effectiveness---which will be a source of pride without becoming a source of pain also.

Thousands of the able, clear-thinking men of the United States have found satisfaction in BLANK Shoes. They have become regular patrons, and thereby have made it possible for us to give them our best in values and in service.

We think YOU, Mr. Kingsley, would like us and our wares. We think the atmosphere of friendliness here would please you.

It would be good, at any rate, if you'd come in and see. There'll be no obligation at all. When may we expect you---?

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

A Campaign to sell Men's high grade shoes. Letter No. 4.

Mr. Isaac Cohen,
1862 Beacon St.,
Brookline, Mass.

Dear Mr. Cohen:

Three things are needed to produce good shoes--- fine materials, proper design, careful workmanship. If any one of these is lacking, the others are without avail.

We know that. We mean to sell good shoes. Hence we control every step of the production of BLANK Footwear.

The leathers that go into our shoes are made by a scientifically correct tanning process, from the finest selected skins.

Design is our own. The comfort built into our shoes results from an understanding of the bony, muscular and nervous structure of the human foot. Styles are followed, but our skilled shoe tailors modify them to insure comfort.

Finally, rigid inspection insures perfection of workmanship in every shoe sent us.

Such service, Mr. Cohen, is merely what you deserve. It brings you satisfaction. Also, it is bringing us reputation.

Very truly yours,

BOOTS AND SHOES

A Campaign to sell Men's high grade shoes. Letter No. 5.

Mr. Willard S. Martin,
10 Channing St.,
Cambridge, Mass.

Dear Mr. Martin:

Sedentary workers have most of the foot difficulties. 'Seems queer, doesn't it?---

The executive who goes to his office in his car and sits at his desk all day with people to run all his errands, is more apt to have trouble than the man who walks constantly.

The reason is simple. A salesman, for example, buys his shoes to live in. A small pinch will cripple him. He makes a science of comfort, and gets the best looking COMFORTABLE shoes he can. The desk man, on the other hand, is all too apt to get the most comfortable GOOD-LOOKING shoes he finds. He doesn't use his feet much anyway, and a small stiffness seems a small matter.

Yet in time that stiffness "gets" him. Ill-fitted shoes cause misaligned bones of the arch and heel; and these are responsible for a surprising amount of the misery attributed to rheumatism, sciatica, and the like.

The style, quality and workmanship of BLANK shoes are too well known in all parts of the United States to need any defense here. But we are proudest, Mr. Martin, of our skilled fitting service.

Will you try it? You'll like it!

Yours sincerely,

BUILDING RETAIL BUSINESS BY LETTER

A Campaign to sell Men's high grade shoes. Letter No. 6.

Mr. William Gately,
36 Kenwood St.,
Brookline, Mass.

Dear Mr. Gately:

A man is known by his friends. In the same way a business is known by its customers. We are glad to be judged by ours.

Men whose names you'd recognize---governors of states, legislators, the heads of vast businesses, famous jurists---leaders in every field buy shoes here.

They come or send to us from every part of the United States. They could easily buy good shoes nearer---but they couldn't buy BLANK Shoes.

We think, Mr. Gately, that this is your kind of a shop. We think you'd like us and our values and our service. It would be a big satisfaction to us if we might add your name to the list of our regular patrons.

We're accustomed to serving and pleasing men of your stamp. That's why we're so confident we can suit you. May we try?

Yours cordially,

BOOTS AND SHOES

A Good-Will Series.

Letter No. 1.

Mr. J. K. Henderson,
111 Park Street,
Hartford, Conn.

Dear Mr. Henderson:

You have to have shoes in any case. The only thing you ever decide about the matter of shoes is where you will get them and what sort you will get.

We think this is a good place to come. We believe Johnston & Murphy, Stetson, and Just Right Shoes are the best values to be had; and we know that from them we can suit the tastes of the most particular men of Hartford.

These shoes are so carefully made, of such good materials, that they wear exceptionally well. In style they are leaders. On a "cost-per-mile basis" they are very low in price.

Our Men's Department is entirely separate from the rest of our store, with an entrance directly on the street. You can buy here in comfort; and as we keep a careful card record of your style, last and size, you can duplicate any order by mail or telephone at any time.

You will find this a great convenience. It is but one of many similar services we offer to our patrons. We'd be glad if you, Mr. Henderson, should decide to take advantage of them.

Very truly yours,

P. S. Our stock includes a full line of men's hose.

BUILDING RETAIL BUSINESS BY LETTER

A Good-Will Series.
Letter No. 2.

Mr. J. K. Henderson,
111 Park Street,
Hartford, Conn.

Dear Mr. Henderson:

Is there anywhere a boy or a young man you are interested in? And do you want to do him a real and lasting kindness?

If you send him here or bring him in for his shoes, it will be well; for we make a specialty of serving such customers. We maintain a department solely for them.

We know that if a fellow wears the right shoes while he is growing up, his chances of escaping foot troubles are greatly bettered. We believe, Mr. Henderson, that even MORE skill and care is needed to fit the shoes where allowance must be made for growth.

Our provision for special service in this regard is typical of our policy in all phases of our business. It is therefore only natural that Johnston & Murphy, Stetson and Just Right Shoes---the lines we carry---are those which are second to none in style and in value, in wear and comfort, for men or boys.

Yours cordially,

BOOTS AND SHOES

*A Good-Will Series.
Letter No. 3.*

Mr. J. K. Henderson,
111 Park Street,
Hartford, Conn.

Dear Mr. Henderson:

You will probably want new shoes to go with the new Easter suit. You might as well get them now ---hot weather will be along soon anyway, and our display of low shoes is very unusually attractive.

The values they offer are exceptional also. We made a special purchase of this line, and so were able to offer standard brands at a decided saving. Johnston & Murphy, Stetson, and Just Right Shoes are always a "good buy"---at regular rates; but if you stop in here now you will see some prices offered which will be so low they will surprise you.

Hundreds of the able, clear-thinking men of Hartford, Mr. Henderson, have found this the best place to get footwear. They have become regular patrons---we have learned what they want---and consequently we have been able to give them our best in values and in service at all times.

We'd like to have YOU join the throng. We think this is an excellent time. We count on the lines we feature to make you a regular patron to Blank's!

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

A Good-Will Series.
Letter No. 4.

Mr. J. K. Henderson,
111 Park Street,
Hartford, Conn.

Dear Mr. Henderson:

A merchant who is in business to stay wants to make something more than sales. He wants customers who are friends.

There are two things he must do to get them. First, he must give value. He must sell things that will satisfy; for it is pretty hard to stay friends with someone who has sold you something you don't like. The fact that we carry only such standard lines of shoes as Johnston & Murphy, Stetson, and Just Right, is evidence of our position on this matter. We verily believe these shoes are the best value offered the American public today.

Furthermore, Mr. Henderson, he must give service. He must know his line, and do his work well. Our men are expert fitters---we have a professional orthopedist to assist in fitting difficult cases. We give special attention to fitting children. And everything we do is done in a spirit of cheerful, willing co-operation. We think this is just as important as the doing.

We can't help suspecting that a lot of the men who trade here are getting to LIKE buying shoes. We think YOU will.

Yours sincerely,

BOOTS AND SHOES

*A Good-Will Series.
Letter No. 5.*

Mr. J. K. Henderson,
111 Park Street,
Hartford, Conn.

Dear Mr. Henderson:

At the time of the army medical examinations it was learned that practically one man in every twelve throughout the country is more or less unfit physically because of foot trouble.

Most---practically all---men might have perfect feet if they wore proper shoes. We consider it is our duty to sell shoes that are comfortable as well as good-looking and durable.

Johnston & Murphy, Stetson and Just Right Shoes are all made with a scientific understanding of the bony, muscular and nervous structure of the human foot. When they are fitted by skilled men, they will keep a normal foot healthy.

But for men, Mr. Henderson, who suffer from tired, aching feet, or pains in the legs and back (often wrongly attributed to rheumatism) we have an Orthopedic Department in charge of an expert, where the ills of the feet may be scientifically treated with modern appliances.

We shall be glad to make an examination without charge for you or any member of your family. If you do not need corrective service we shall tell you so frankly. It won't take long---stop in!

Sincerely yours,

P. S. We have a full stock of dress shoes for winter.

BUILDING RETAIL BUSINESS BY LETTER

A Good-Will Series.

Letter No. 6.

Mr. J. K. Henderson,
111 Park Street,
Hartford, Conn.

Dear Mr. Henderson:

Three things are needed to produce good shoes---fine materials, proper design, and careful workmanship. If any one of these is lacking, the others are useless.

We know that. Hence we carry only such high grade shoes as Johnston & Murphy, Stetson, and Just Right, which we know are made to the best standards in each of these respects.

Three things also are needed to insure satisfactory service---a wide selection, scientific fitting, and a spirit of cheerfulness and obliging courtesy. If any one of these is lacking, the service is imperfect.

Our men's department is planned to minister in every way to the comfort and convenience of the men of Hartford. It is entirely separate from the rest of the store, with its own entrance directly on the street.

Probably, Mr. Henderson, you'll find it a mighty good place to buy shoes. Many men, who are very particular, like to come here. Try us!

Cordially yours,

P. S. We have the most complete line of men's sport shoes and hose in the city.

BOOTS AND SHOES

*A Shop where you get Quality,
Style, Values and Service.*

Mrs. C. P. Morrison,
800 Hackensack St.,
Hackensack, N. J.

Dear Madam:

No matter where you've been buying your shoes, this shop has four surprises for you: A surprise in Quality, Style, Price and Service.

Women's Shoes were never to be found in so wide a profusion of pretty models. So it's worth your while to INVESTIGATE. It's wise to compare.

This store can save you many dollars. It can supply the shoe you want at the price you want to pay. You like a certain kind of shoe. You want a certain style. You like to pay a certain price. This store can satisfy you in ALL these things.

You are urged to come in and try on shoes to your heart's content, without the SLIGHTEST obligation to buy. This is the store where you do not feel the slightest sense of obligation.

Courtesy is a big part of our service---we can suit you as to style, fit you as to size, please you as to price, and satisfy you as to wearing quality.

Make up your mind, then: TRY THIS STORE FOR YOUR NEXT PAIR. You'll be glad you did.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Footwear of utmost Quality
at minimum prices.*

Mrs. S. F. Howard,
745 Main St.,
Boston, Mass.

Dear Mrs. Howard:

You'll be delighted to find you can get e-x-a-c-t-l-y the shoe you want RIGHT IN YOUR HOME TOWN. Our biggest attraction for women is HIGHEST QUALITY IN AUTHORITATIVE SOROSIS FOOTWEAR AT REASONABLE PRICES.

Because we carry only dependable shoes doesn't mean our prices are high. The reputation of our footwear is built on the solid foundation of utmost quality at minimum prices. GOOD shoes, you know, have never been "cheap". And cheap shoes have always been DEAR to the women who bought them. The good article always costs more for a very good reason. It's WORTH more!

Besides our superior quality and maximum shoe value, we offer you something new in the way of SUPERIOR SERVICE---polite and prompt attention to your wants.

You come and go here without the slightest obligation, whether you buy or not. That is a rigid principle with this store. Put us to the proof. Come in. See how well we back up every claim we make.

Better shoes and better shoe service---for discriminating women. YOU'RE one of them. This is YOUR kind of shoe store ---and WE'RE EXPECTING YOU.

Yours very truly,

BOOTS AND SHOES

*A store where the clerks
are courteous.*

Dear Mrs. Browning:

Have you ever gone into a shoe store, where all the clerks were very busy and you couldn't get waited on? Have you had to wait twenty minutes while the woman ahead of you tried on nearly every shoe in the house before she made her decision and finally released the clerk for your service? And---

After you captured his attention, have him say to you, "Sorry, but we don't keep the style you want, Ma'am", or "We've the style you want, but it doesn't come in your size?" And when you sighed and said you'd have to go elsewhere, have you seen that knowing look come into his face that seemed to say, "I knew all the time she wouldn't buy?" And have you left the store angry at this attitude, with forty minutes of your precious morning utterly wasted?
HAVE YOU?

We operate our Ideal Women's Shoe Store so that it is delightfully free from annoyances of this character. NO ONE WAITS HERE but the clerks. You have instant attention. Our salesforce is ample because we know our patrons cannot afford to wait and shouldn't be kept waiting. COURTESY IS OUR WATCHWORD. Every salesman knows that he is here to SERVE. Here you may come in, try on any number of shoes without buying, and ALWAYS receive the most polite consideration.

We have the largest line of shoes in the city. Here there are shoes for every foot and every fancy. If you like the dainty, high-heeled type, we have a new line that cannot help but arouse your enthusiasm. If you prefer the "sensible" shoe, easy on the foot, unrivaled for long tramps or hard daily wear, we have abundant models in this very style. Whether you wear the round, comfortable toe, or the long narrow vamp, we have scores of styles to please you.

AND OUR PRICES ARE RIGHT. Come in next time you need shoes. Our shop will be a revelation to you.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

Appealing to the well-dressed woman.

Mrs. I. Lennox,
111 Main St.,
Hartford, Conn.

Dear Madam:

A well-shod foot is the FIRST requisite of the well dressed, well groomed woman of today. No matter HOW becomingly she may be gowned, nor whether her hat is a perfect gem of the skilled designer's handiwork, she is never really well dressed unless her footwear is beyond reproach.

Our buyer is not alone a keen judge of good leather and faultless workmanship, but keeps thoroughly well informed as to every new style innovation both in this country and abroad. If it is a new and stunning model in woman's footwear that has made its appearance on Fifth Avenue, New York, or on the Avenue de L'Opera, Paris, it will soon be a part of our stock, or it won't take us long to get the style for you.

Durability and service are a part of every shoe you buy here, no matter what the style, no matter what the price. In footwear, the old saying that "handsome is as handsome does" correctly applies. The goodlooking shoe that doesn't wear is worse than the unbecoming style that does.

This store has made an especially keen study of pleasing individual tastes. We know that you will be more than satisfied with any shoe you buy here for we carry the best. Put this statement to the test. Come in for a try-on this week. The smart new incoming styles are sure to please you.

Yours very truly,

BOOTS AND SHOES

*New management announcing
same successful old policy
will be followed.*

Mrs. B. Berge,
111 Main St.,
Dayton, Ohio.

Dear Mrs. Berge:

After Fifty-two years of Faithful Shoe Service to the families of Dayton and the Miami Valley---BLANK's have sold their entire stock together with their endorsement and Good Will, to us.

We feel our responsibility to all their old patrons ---the high standard of Service and Quality we have to live up to---and we want to assure you that we intend to maintain the same degree of excellence. The same courtesy and consideration you have always received, will be shown you at all times.

We intend to carry the same line of good shoes---with a few additions and extensions in variety and sizes. It will be a pleasure to us to serve you, to feel that you are extending your confidence to us, honoring us with a trial. We are ready and willing to do anything in our power to please you.

We are profiting from the BLANK'S long study of the shoe likes and dislikes of the women of Dayton. We shall make it our constant aim to please them in every particular. However---we shall keep our eyes open for new ideas---future improvements.

You may come and go here without the slightest sense of obligation---even though you do not wish to buy. This will be a rigid principle, with this store.

Put us to the proof. Come in. Let us demonstrate our ability to give you 100% Shoe Satisfaction. See how well we back up every claim we make!

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

A distinctly feminine appeal.

Dear Madam:

The good, old-fashioned, heavy-soled shoe that "wore like iron" is almost a thing of the past. Since the war, a conscientious shoe dealer has had to be a whole Board of Censorship on Shoe Leather---so much that is unreliable comes in.

We have our Weather Eye open for all Doubtful Materials---ALWAYS---because we make it a practice to guarantee everything we sell. We do it to protect ourselves from loss, as well as to benefit you.

Keep your eye on QUALITY, FIRST! THEN look at the price tag. It will save you money in the end.

Frankly, that's about all we can say about price, this year. We regret it deeply. You know the expense of running a HOME, now. It is the same with a Store. Our PRICE is a FAIR and SQUARE one and as LOW AS WE CAN AFFORD TO DO BUSINESS ON. BUT...we keep our Quality in class A-1. NO shoes are CHEAP, today, but SOME shoes are GOOD enough to pay for.

The Modern shoe has it all over the old-fashioned one, however, in the matter of Style and Attractiveness. The lines in our Fall dress shoes make one think of the slender, arching steps of a thoroughbred, somehow, so narrow and long and slimly graceful they are. TRUE BLUE American shoes, sensible, beautiful, smartly effective, for the American woman. They are built for COMFORT and EFFICIENCY and for the progressive, wide-awake, proud sort of style she has.

Come and see them. We have often told you that there is never any obligation to buy. We mean it! We WANT you to "just visit", get an idea of the VALUES we offer, the STYLES we carry, the SERVICE we give you. It may win us a friend we covet. We sincerely hope so!

Very truly yours,

BOOTS AND SHOES

*Strong selling talk on
women's shoes.*

Mrs. Dan Crowley,
567 West 163rd St.,
Cleveland, Ohio.

Dear Mrs. Crowley:

Are you interested in preserving the natural beauty of your foot, the high sweeping arch you were born with and the gracefulness of your carriage?

You cannot walk gracefully unless your feet are comfortable; you cannot be comfortable unless your shoes fit and properly support all bearings of the foot arch.

The very unusual patented feature of the famous Blank shoe is an invisible steel arch which comes up and stays up to the foot arch, supporting the foot as nature intended.

Blank shoes are smart and fashionable, and you will always feel well-dressed in them.

We desire earnestly, for the sake of our own reputation, to fit you properly; consequently we carry Blank shoes as narrow as AAA in sizes up to 9. We maintain a corps of trained foot specialists who will diagnose your foot and advise you what size and type to wear.

It will be a distinct favor to us and a decided benefit to you if you will come in and let us try on these shoes; you are under no obligation to buy. We simply want every woman to get the facts about these wonderful shoes and if they appeal to you as they have to thousands who have already investigated them, we are fully equipped to take care of your wants.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Suggesting shoes as
useful gift.*

Mrs. K. L. Barkley,
987 Park Avenue,
New York City.

Dear Mrs. Barkley:

About two years ago people began to give Useful Gifts for Christmas, because that was when the dollar began to shrink, and some things that used to be necessities began to be luxuries.

Is there any reason why we can't cooperate this year, and stretch that dollar to the limit of its buying power, this season? The materials, leather and workmanship of the shoes we carry are the best we can buy---the highest value the market offers. You can depend on that.

Shoes that are in the popular style, harmonizing with your clothes, a good, lasting finish on them---and our guarantee for the wearing quality, to boot---well, they give a satisfaction that "just shoes" can't give. A pair of shoes like that is more than a necessity. Real, genuine enjoyment will be provided by such a gift to any man, woman or boy on earth.

Don't turn your empty pockets and purse inside out after Christmas, feeling that the best day in the year meant "money thrown away". Get something that is worth every Penny in your Dollar---and will be a constant source of satisfaction all through the rest of the winter, and perhaps, part of next!

We announce the arrival of the Holiday and Winter footwear, in the hope that we may show it to you in the near future. There is a pair of shoes here for every occupation, every occasion, sport, age, taste and PURSE.

A happy season, we wish you, and the best of success for the coming year.

Sincerely yours,

BOOTS AND SHOES

*Comfort and style in
women's shoes.*

Mrs. Milton M. Brown,
1022 Adams St.,
Steubenville, Ohio.

Dear Mrs. Brown:

We are writing you again to remind you that we are selling the best line of shoes in town. We get the same styles that the makers of our Brands sell to New York shops at the SAME TIME. They are up-to-the-minute in style, and we pride ourselves on the wide variety we have this winter.

But our business is comfort. The design of a shoe should be FIRST, for comfort, THEN, for style. A correct, scientifically clad foot is a factor in Efficiency.

How much of a hit would you make if you came creaking into any business office for an interview --- and had an immense expression of RELIEF on your face when you SAT DOWN! You'd create a fine impression of your energy and pep, wouldn't you?

We have shoes with a Spring in the Arch --- that will make you walk as though you own the earth. They are scientifically, thoughtfully designed for the human foot, YOUR foot.

Our leathers are absolutely reliable, and we have just received a number of attractive new finishes. We will be glad to show you what you want. Come in any time.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A Shoe series stressing style,
fit and values. Letter No. 1.*

Mrs. Homer G. Harris,
519 Clinton St.,
Greenfield, Mass.

Dear Mrs. Harris:

Our display of Spring Footwear is now ready
for your inspection, Mrs. Harris.

We have an excellent assortment of the very
latest pumps and oxfords, in a large number of attrac-
tive models which make a desirable addition to any cos-
tume.

For smart style and finish; for long wearing
qualities; for shoes that keep their shape and good
looks; and for reasonable prices---try the BLANK'S Shoe
Service.

It will be a real pleasure to us to take care
of your shoe needs, this season. Won't you come in?

Yours cordially,

BOOTS AND SHOES

*A Shoe series stressing style,
fit and values. Letter No. 2.*

Mrs. Gerald Watkins,
7955 Tenth St.,
Greenfield, Mass.

Dear Mrs. Watkins:

This is a Spring of novelty Shoes, so the New York designers have decreed. They call them "sport shoes", Mrs. Watkins, but Fifth Avenue is being tried daily by thousands of feminine feet attractively and comfortably clad in the trim rubber-heeled, two-toned low shoe that is in vogue.

They are made in color combinations---buff and brown, black and gray, etc., and are to be worn with the novelty silk, woolen or silk-and-wool stockings that you'll find in our new hosiery department, to exactly match. It may be a fad---but it is a sensible one---and they will always wear this type of shoe for sport even after they stop being "the thing" for the street---because they are so comfortable and durable.

We have an unlimited stock of standard and novelty lasts, always in the BEST makes, for both women and children---and with a reputation for reliability that we are particularly proud of.

Won't you drop in, to see the new Spring Shoe Styles? There's no obligation, we'll be glad to show them to you.

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

*A Shoe series stressing style,
fit and values. Letter No. 3.*

Mrs. Dave T. Rubin,
Park Row,
Greenfield, Mass.

Dear Mrs. Rubin:

Have you ever gone into a shoe store, Mrs. Rubin, where all the clerks were busy and you couldn't get waited on?

And when you finally captured the attention of a clerk, have him say to you, "Sorry but we don't keep the style you want"---with an "I-knew-you-wouldn't buy" manner, when you said you'd have to look elsewhere?

We operate our store so that it is delightfully free from annoyance of this kind. No one "waits" here but the clerks. Courtesy is our watchword.

We have shoes to fit every fancy---and OUR PRICES ARE RIGHT. Come in, next time you need shoes. Our shop will be a revelation to you.

Cordially yours,

BOOTS AND SHOES

*A Shoe series stressing style,
fit and values. Letter No. 4.*

Mrs. Wm. R. Stevens,
Milton Road,
Greenfield, Mass.

Dear Mrs. Stevens:

Distinctive of Style---

You can get it in the sturdy brogue or the narrow English last---in dull or high finish---in black or tan selected hides, at the BLANK Shoe Co. Style in shoes really isn't bound by a set of fad rules as in clothes, Mrs. Stevens, for it's the GOOD shoe that's the popular one---any time.

We recognize personal preferences and individual requirements---and our specialty is a VARIETY OF CHOICE, at a wide range of prices. There's a great diversity of personality and activities, needs and tastes, to be considered in the shoe question---and a wide variance of sizes and widths. It is our desire to provide adequate Footwear for every woman in Greenfield. Therefore, if we haven't YOURS, we want to know it. Then we can GET it for you, in no time at all.

Quality shoes---for women of discrimination. We are at your Service.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A Shoe series stressing style,
fit and values. Letter No. 5.*

Mrs. Geo. Stevenson,
200 So. 4th St.,
Greenfield, Mass.

Dear Mrs. Stevenson:

A woman came into the shop the other day with a foot that was hard to fit and a taste that was hard to please. She was a good judge of leathers and a careful buyer.

The clerk spent almost an hour with her, intent on finding the shoe that would exactly suit this valued customer's desires and purposes. When she left, with an excellent pair of silver gray sandal pumps, the clerk sighed and said "If she is just satisfied, then the time was well spent. It's all the more credit to US to please that particular person"!

That's the general spirit of our Service, Mrs. Stevenson---a real desire to PLEASE the most discriminating shopper---with courteous consideration for individual preferences. We would much rather have a customer leave without buying than to urge upon her some purchase that might breed discontent with us, later on.

So, feel free to come and go, at the BLANK Shoe Store. Our store is an institution for public Service---and is YOURS for the using. Our Fall stock is complete and ready for you.

Sincerely yours,

BOOTS AND SHOES

*A Shoe series stressing style,
fit and values. Letter No. 6.*

Mrs. James P. Graham,
444 Park Row,
Greenfield, Mass.

Dear Mrs. Graham:

We're almost as dependent on our feet, for poise and balance, as the Spinning Top is, upon its tip.

All the weight we owe to gravity is borne down upon our two feet---and nature has put a perfect arch in them to bear the pressure, just as the architect swings his bridge upon an arch for strength.

To abuse that perfect arch of yours is to weaken the structure, Mrs. Graham, and your own efficiency. Protect it, respect it---if necessary, support it. That is the whole secret of correct shoes.

CORRECT---there is such a stigma of ugliness on the ordinary "corrective" shoe that women shun them as one shuns Cod Liver Oil---"I'll have to be pretty sick, before I'll take it"!

But there is a difference between correct and "corrective" Shoes. "Corrective" shoes are the medicine you may take for not wearing correct shoes. The admittedly beautiful shoe that every woman really prefers, with its high heel, narrow vamp and graceful curves, CAN be the CORRECT shoe if it fits your foot. It must strike the arch in the right place, it must not distort the natural line of the toes and it should let the ankle stand "arrow-straight" and strong!

BEAUTIFUL shoes can be CORRECT. Consult us.

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

*A Campaign on Women's Shoes
featuring the importance of
correct fit. Letter No. 1.*

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

The springs of an automobile aren't simply for the comfort of the passengers---they add to the life of the machine itself. They bear the road-shocks which otherwise would jolt the machine to pieces.

The arches of the foot were planned to be the shock absorbers of the body. Once broken down, they expose the nervous system to jolts and jars and shocks, Mrs. Henderson, which wear it out just as the roughness of the road wears out the springless car.

Many discomforts and even serious illnesses follow; but they are seldom traced directly to this cause. Wrong footwear may result in mental and physical fatigue, nervousness, poor circulation, indigestion, and a host of other disorders which have no apparent connection with shoes.

BLANK Shoes strengthen and build up the arches of the foot---prevent the wrinkles of pain and weariness that make women seem old---lend grace to the step---and safeguard health. We'd be delighted to have you try on a pair!

Yours sincerely,

BOOTS AND SHOES

*A Campaign on Women's Shoes
featuring the importance of
correct fit. Letter No. 2.*

Mrs. J. H. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

Many women dislike to buy new shoes. The old ones are very comfortable---and experience tells them that new ones won't be. But there ARE shoes built to combine style and comfort.

Most shoes made for women can't be comfortable when new. Styles dictate a shape very different from that of the healthy, normal human foot; and when the shoe is worn, it naturally pinches. Until the foot has forced the shoe out of its original style-shape into a proper foot-shape, there can be no comfort in wearing it. In this process the lines are destroyed and the shoe so weakened that it soon falls apart.

BLANK'S, Mrs. Henderson, are as comfortable the first day you wear them as the last---and as shapely the last day as the first. They never cause pain wrinkles or the lines of weariness that destroy youth; they never prevent the smooth, flowing grace of the normal walk.

THEY look well, and they make YOU look well, because the BLANK shoemakers don't feel called upon to remake human feet. Our shoes never hurt.

May we prove this to you---?

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

*A Campaign on Women's Shoes
featuring the importance of
correct fit. Letter No. 3.*

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

Three things are needed to produce good shoes ---fine materials, careful workmanship, and proper design. If any one of these is lacking, the others are useless.

We know that. We mean that BLANK'S shall be good shoes---good from every possible standpoint. Hence we control each step in their production.

The leathers that go into them are made by a tanning process calculated to render the carefully selected skins unusually soft and flexible. BLANK'S are never stiff.

Rigid inspection of every part of each pair insures workmanship of the highest type. No imperfect shoe, Mrs. Henderson, is allowed to leave our factory.

The design of BLANK Shoes must follow certain recognized principles of anatomy. Sufficient toe-room---the straight inside sole line---the flexible arch and snug instep---the Rotor Heel---these are scientific improvements embodied in all BLANKS.

That's why BLANKS keep their wearers young---prevent wrinkles---lend grace to the step---improve the health---and wear and wear and wear and wear!

Yours sincerely,

BOOTS AND SHOES

*A Campaign on Women's Shoes
featuring the importance of
correct fit. Letter No. 4.*

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

There are no extreme styles among the BLANK Models. We follow the modes---but only so far as foot-health permits.

Fads come and go. Men and women spend their lives designing novelties in footwear, in the hope of catching the popular fancy. But people of individuality pay little attention to them.

Just as the wise woman chooses only such gowns as are becoming to her, so she selects footwear in accord with her personality. She realizes that health, and grace of carriage, and a face unwrinkled by pain or weariness, are of supreme importance; and she insists that her shoes shall let her walk properly, in comfort and health.

The straight inside sole line---the famous "Rotor" Heel, that keeps the foot pointing in the direction of motion---the flexible arch, allowing the instep muscles to move naturally---these are to be found only in BLANK Shoes.

Women who are unwilling to sacrifice their health, their youth, their grace and their comfort to the whims of some shoe designer insist, Mrs. Henderson, on BLANK Shoes---because they are built for FEET---not eyes.

They add buoyancy and attractiveness to the whole personality---not merely to the feet!

Yours sincerely,

BUILDING RETAIL BUSINESS BY LETTER

*A Campaign on Women's Shoes
featuring the importance of
correct fit. Letter No. 5.*

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

No matter how good a shoe may be, it is bad unless it fits.

BLANK Shoes are scientifically designed, and are built by skilled workmen using the very finest selected leathers. We have every possible resource to adapt them to the requirements of comfortable wear.

But we realize, Mrs. Henderson, that it is not enough to make shoes which OUGHT to be comfortable. Our obligation to our customers extends further than that. We have arranged, through the BLANK Stores, to see that they ARE comfortable.

Not everyone can fit a shoe. Skill and training and scientific knowledge of where nerves run and how muscles contract and the location and action of the bony arches---these are part of the equipment of the shoe salesmen who serve you with BLANK Shoes.

Our men know as much of orthopedics as many who practice as specialists. We assume complete responsibility for the health and comfort of your feet, when you come to us.

That is why we are able to keep away wrinkles, and to put the spring of vigorous, keen well-being into the step. You'll like our service!

Yours cordially,

BOOTS AND SHOES

*A Campaign on Women's Shoes
featuring the importance of
correct fit. Letter No. 6.*

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

We have written you a number of letters about BLANK Shoes.

What they do for health you know. A wonderful new freedom from nervousness, fatigue, and all the ills resulting therefrom, follows as soon as you adopt these remarkable shoes.

The mere comfort of them is a revelation to many women. Comfort means grace and spring and flowing smoothness of step---no pain-wrinkles---a new idea of how shoes OUGHT to feel.

The fact that they hold their shape, because they have been built to fit the normal foot, makes their modishness permanent. They last; and the sensible conservatism of their styles prevents the design from being out-of-date before the shoe has rendered its service.

Considered simply as examples of the boot-maker's art---without reference to style, or the science built in them---they will satisfy the most critical. There is the best of workmanship and best of leather in BLANKS.

But no one who has been used to wearing ordinary good shoes, Mrs. Henderson, can expect to realize that our statements are literally true. We are prejudiced---we sell BLANKS, and it is to be expected that we shall be enthusiastic about them, of course.

Ten minutes in our shop, and the skilled attention of one of our fitters, will tell you more about BLANKS than anything we could write. Will you allow us that ten minutes, to prove our case? No obligation!

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

*Children's shoes which permit
the natural development of
growing feet.*

Mrs. K. G. Williams,
111 Main St.,
Buffalo, N. Y.

Dear Mrs. Williams:

"Little-Junior" Footwear about which I am writing this special letter to you is the result of years of careful study of the Shoe requirements of boys and girls.

As this is a matter which is so very important to all thoughtful parents, I am sure that you will be deeply interested.

These shoes are made expressly for us under our special direction. You can only secure "Little-Junior" Footwear here and they are the very finest shoes that money can buy. But best of all, they cost you less than other shoes, because they give greater service per dollar. And you know how hard children are on shoes.

"Little-Junior" Footwear is made on the correct Orthopedic last, which permits the natural development of tender, growing feet. They are durably constructed from the best leather stock obtainable.

There are "Little-Juniors" for tiny tots about to make their first step in life, as well as "Little-Juniors" for grown boys and girls. You are assured of correct shoe fitting here and the utmost of satisfaction in children's footwear.

In the short space of one year, "Little-Juniors" have met with phenomenal success in Buffalo because, as mothers have frequently told us, it seems that ours was the only store in Buffalo where the important question of footwear for growing children was so carefully provided for.

Sincerely yours,

BOOTS AND SHOES

Series on Children's Shoes—skilled fitting Service and its importance, emphasized. Letter No. 1.

Mrs. J. B. Blair,
184 Bellevue St.,
Hartford, Conn.

Dear Mrs. Blair:

We pride ourselves particularly on the fitting service of the Children's Department at the BLANK'S Shoe Store. It is in charge of people who know all about the Five Little Toes and How They Grow.

Skill is needed to leave space for development ---but not too much space. Science must guide the extent to which enlarging muscles may be helped with their load; for too little aid means strain, while too much prevents normal strength. Our fitters have skill and science.

From the tots who approve of the rocking horse they ride while getting new shoes, to the miss whose slippers for the school prom must EXACTLY match her gown--- all the Younger Set, Mrs. Blair, has voted this truly a delightful place. We are grateful for this endorsement, as for that of grown-ups. We try to deserve both.

Yours sincerely,

BUILDING RETAIL BUSINESS BY LETTER

Series on Children's Shoes—skilled fitting Service and its importance, emphasized. Letter No. 2.

Mrs. Jack Heller,
444 Union Hill,
Hartford, Conn.

Dear Mrs. Heller:

When school comes along and spoils the whole week, it's certainly tough---if you happen to want to play---to have to put in all Saturday morning buying a pair of shoes!

At a time like that, there's really satisfaction in knowing that BLANKS Children's Shoe Department is the biggest and best place in town. One can go there at the start, with the assurance that there will be no trouble in finding promptly, what is needed; and the misery will be over, and the youngster can be free, all in a very few minutes.

Our vast assortment, our skilled fitters and the convenient arrangement of our stock insure service which is prompt as well as satisfactory in all other ways.

Yours cordially,

BOOTS AND SHOES

Series on Children's Shoes—skilled fitting Service and its importance, emphasized. Letter No. 3.

Mrs. Jack Heller,
444 Union Hill,
Hartford, Conn.

Dear Mrs. Heller:

The average adult, who has known what wrong shoes can do to feet, is usually ready to pay any price and take any trouble to insure right footwear for a child. It is pleasant to know that there is a place in Hartford where the best of shoes for youngsters (as for their elders) can be had at moderate cost.

We do by far the largest volume of business in children's shoes in the city. The natural consequence is that we turn our capital rapidly and hence offer better values---at a smaller advance over the cost---than can be offered elsewhere. Examination of our stock and comparison of our values will demonstrate this.

Our desire is that all our friends shall have the full benefit of the service we offer in every department which suits their need. Perhaps there is some way in which we can help now?

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

Series on Children's Shoes—skilled fitting Service and its importance, emphasized. Letter No. 4.

Mrs. Jack Heller,
444 Union Hill,
Hartford, Conn.

Dear Mrs. Heller:

It's pretty hard luck, if you happen to be just a few years old and very fond of playing out-of-doors, to have to flatten your nose against the inside of a window and watch the rest of The Bunch outside.

Storms? Of course there are storms---but that's no reason for staying indoors! Wet feet? Not with the right kind of shoes and overshoes! Good, warm, high, waterproof ones, that are comfortable and wear well and give a fellow (or a girl) a chance to put in the whole year as it OUGHT to be used---growing husky in the fresh crisp air! The kind of footwear one can trust to get one to school with dry feet! That's what.

Of course BLANK'S has that kind, Mrs. Heller, in the great big, comfortable, interesting Children's Department they maintain---the finest children's shoe store in the city. That's the best place to go for every sort of small people's footwear---storm shoes especially!

Yours cordially,

BOOTS AND SHOES

Series on Children's Shoes—skilled fitting Service and its importance, emphasized. Letter No. 5.

Mrs. Jack Heller,
444 Union Hill,
Hartford, Conn.

Dear Mrs. Heller:

Is there anywhere a boy or girl whose welfare interests you? And do you want to do the youngster a lasting kindness?

Send or bring him to us. Our children's shoe department is the finest in the city; and we can do a great deal for young folks.

We regard the children's department as the most important one in our store---for the right start on life's road is vital. Grown people come to us every day with feet which have been hurt---with broken arches and mis-aligned heel-bones and every sort of ill---and we do what we can to cure; but here in the Children's Department we can do what is better than curing---we can prevent.

Those who know our reputation, built by more than half a century of skilled foot-fitting, will need no other guarantee of what the children's department can do. Those who ask further proof will find in trial the best of all evidence that BLANK'S Shoes for Children ARE comfortable, durable, attractive in appearance and moderate in price.

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

Series on Children's Shoes—skilled fitting Service and its importance, emphasized. Letter No. 6.

Mrs. Jack Heller,
444 Union Hill,
Hartford, Conn.

Dear Mrs. Heller:

No grown-up ever gives to his or her shoes half the wear a normal child's shoes get.

Young Huskiness has a right to run and play and slide and stamp and kick---but that's hard on leather. There is no variety of footwear where first cost means less than children's shoes.

Value and satisfaction are all in wear---length of service---durability, and durability isn't a thing which you or we or anyone else can judge by looking at a shoe. We know too much about shoe-making to try. We judge the manufacturer and when we offer our patrons---children's shoes, we know that we can put our own half-century of reputation behind them.

You will be pleased with BLANK'S, Mrs. Heller, for they'll give the most active youngster, in spite of their moderate price, the longest wear at the lowest cost per month.

Yours cordially,

SECTION III
BOYS' CLOTHING

BUILDING RETAIL BUSINESS BY LETTER

*An original appeal addressed
to the boy himself.*

Master James Harris,
420 Spear Ave.,
Bridgeport, Conn.

Dear James:

Are you going to college when you grow older? Of course, we're interested, because, if you do, we know you'll be buying your clothes from us. We make a specialty of fitting college boys. They get pretty fussy about clothes, around then. You will, too.

Why not come to us now, so that you'll be an "old customer" by that time. Old Customers feel so at home in our store, because they can find just what they want, and know that we take a deep interest in pleasing them.

If you do, we'll try to put a suit on you that will please you and look so fine that Mother will like it too. For you know, Mothers always do like to see their boys look RIGHT. That isn't so queer, because the next best thing to being a boy is HAVING a boy.

Frankly, we are as interested in selling you a suit you'll like, as you are in having a suit you'll like. That would mean that you'd buy your next one here, and we want you to. Don't forget that the next time you need a suit, hat, shirt or anything that a boy wears, we have it. Make us PROVE it.

Very truly yours,

BOYS' CLOTHING

*Boys' Clothes with either
"longs" or "shorts."*

Master John Wilson,
411 Main St.,
Dayton, Ohio.

Dear John:

Instead of writing to your mother, we decided we would write to you about that new Suit for Fall, because we couldn't remember whether it is "longs" or "shorts" you are wearing now.

Whichever it is, we have it, and in the patterns and style you like. This is an invitation to come in and see for yourself, and to bring your friends, John, and make yourself at home.

After you have bought your school suit with a lot of handy pockets inside and out---and a cap with a visor big enough to sit on, there are a lot of good shirts with regular cuffs and links that you can look over, if you're particular about the color.

You see, we think we know what you want. But, if we don't, you'd better come in and tell us, because we want to know. Tell your Mother we guarantee good strong seams and sturdy materials with reinforcements where the patches usually appear---that will save a lot of bother for both your Mother and you.

If you want to look as good, or a little BETTER, than the next fellow---be sure to come and see us about it.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Remember the boy at
Easter Time.*

Master Tom Hawkins,
111 Main St.,
Utica, N. Y.

Dear Tom:

We were just saying, this morning, when somebody suggested putting some Easter decorations in the window..."By the way, have we sent Greetings to Tom Hawkins?"

We've been so busy getting them fitted out in their Easter suits and coats that we almost forgotSO.....right now...

We're sending you our warmest wishes for a Joyful Easter...and a glorious Spring vacation along with it! We envy you a little.

While you're playing around, with nothing to do...we'll be working hard to please boys like you, trying to give them the "best suits they ever had!"

Come in and watch us.

AND, if you'd like to look as good, or a little BETTER than the next fellow, yourself...we're the ones to see about that.

No fooling!

Very truly yours,

BOYS' CLOTHING

*Where the best clothes
will be found.*

Master Fred Jones,
23 Madison St.,
Corning, N. Y.

Dear Fred:

Of course, you'd rather be a boy than a girl, any day. Sure! You'd hate to spend as much time trying to look nice as girls do. Don't you hate those Saturday mornings, wasted, running around with your Mother---looking for a good suit that "suits" both Mother and you?

Any fellow does. But, why not go to the BEST PLACE FIRST? You're sure to find what you want, in our store---and quick. It will all be over in a jiffy, and both you and Mother will be perfectly satisfied with the Price, the Style and the Value.

And when you come in, bear in mind that we stand back of everything we sell you. Your money back if your suit doesn't last as long or fit as well as you hoped it would. That's fair, isn't it?

Our clothes are better than the ordinary kind, but they don't cost any more. That means that they are the best boy's clothing values in town.

Stop in the first afternoon you go out to shop with your Mother. Whether you are ready to buy or not, we'll be glad to "just show" you anything you like.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

Preparations have been made to give the best attention in the purchase of your School Clothes.

Master Walter Rawlins,
111 Main St.,
Binghamton, N. Y.

Dear Walter:

Just a week before school opens and over 10,000 boys haven't yet bought their school clothes. Have you, Walter?

Down here at BLANK'S we've put on extra salespeople and everything to take care of the last minute buyers. And we've put on some extra good values in boys' school suits at \$15. Want you to see them. None but this big cash store can sell suits as good as these for \$15. That's a fact and you'll find it out if you look around some. We've others, of course, for more and for less, but the \$15 line is our headline attraction.

And you just ought to see our fine stock of blouses. Colors all guaranteed fast. Stockings, too, are a big feature here. In fact, everything a boy wears---in just the styles he likes best.

When you come in ask for . I'll be on the lookout for you and your mother and will personally see that you get fixed up alright.

Sincerely yours,

BOYS' CLOTHING

*Going straight to the boy
about his clothes.*

Master Philip Harrison,
111 Main St.,
Pittsburgh, Pa.

Dear Philip:

This is the month school opens---this is the month 18,000 Pittsburgh boys will have to buy new things to wear---and this is the store most of them will look to for their needs.

You'd better be thinking just what you want, and when you're ready for them we'll prove to you and mother that Blanks all-cash policy really does lower the cost of everything boys wear.

Come in first chance you get---avoid the last minute crowds. We won't urge you to buy---won't have to.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

An appeal to reach the parent as well.

Master Harry Fenton,
111 Main St.,
Boston, Mass.

Dear Harry:

We were just wondering if you got promoted and whether or not you'll like your new teacher.

Going into a new class room is just like moving away to another town. You'll want to make a good appearance right at the start. Get your hair cut nicely, and your teeth and finger nails all clean, and put on your good clothes, polish your shoes, and you can march right in feeling like a king or something.

If you need a new suit or cap or anything to wear, you know where to buy it, don't you?

Well, here's luck to you and the hope that you'll get better reports than ever.

Sincerely yours,

BOYS' CLOTHING

*A Thanksgiving letter to Boys
about their clothes.*

Master Joe Wilson,
111 Main St.,
Chicago, Ill.

Dear Joe:

Will you be as well dressed as the turkey
is when you all sit down to your Thanksgiving dinner?

Maybe that school suit you bought in September
is getting "kinder" shabby---maybe you've worn out
or grown out of your last winter's underwear---maybe
your shoes won't stand another half-soling and playing
marbles has played havoc with your stockings.

Mother thinks you're pretty hard on your
clothes, doesn't she---but just the same she wouldn't
swap you off for a boy who isn't. 'Thing to do is to
get the kind of clothes that'll stand the racket. Our
kind.

We are awful fussy about quality---won't
handle anything that doesn't come up to standard.
That's why Blank clothes wear so well, fit so well
and look so good. Yet our prices are lower than most.
This spot cash system of ours attends to that.

Remember us whenever you need something to
wear, and come in to see us whenever you get a chance.

Sincerely yours.

BUILDING RETAIL BUSINESS BY LETTER

*An invitation to come in, and
bring other boys along.*

Master John Smith,
111 Main St.,
Utica, N. Y.

Dear John:

Didn't you get our last letter?

Instead of writing to your Mother, we've been writing to you about that new Spring Suit, because you're the one who has to wear it.

No matter what kind of a suit you want, we have it and in the pattern and style you like. MAKE US PROVE IT!

This is an invitation to come in, make yourself at home---bring your friends along.

How about a school suit with a lot of handy pockets inside and out (some of 'em secret)---and a top-coat that even a boy will tease to wear?

You see, we THINK we know what you want. If we DON'T---you'd better come in and tell us, because we want to know. How are we ever going to know what to get for the Utica boys, if THEY don't tell us!

We're waiting for you---

Sincerely yours,

BOYS' CLOTHING

*A brief but effective follow-up
to mothers.*

Mrs. J. W. Leonard,
519 Dorchester Ave.,
Boston, Mass.

Dear Madam:

Your boy's clothes---

That, is an interesting subject with you. Like all Mothers you take a genuine pleasure in your boy's dress.

For years we have made a study of clothes for the little fellows, and we well know that economy of cost is of importance both with you and with us. Nevertheless, "Style" and "Proper Fit" are well fixed in mind in making our clothes for children.

Our styles this season are so various and numerous, that nothing but a call at our Store will make you realize the variety of Boys' Clothes to select from---and the values we offer.

Suppose you bring your boy in. Have him try on a few suits. You will find some really good values.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Boys' Clothes will stand WEAR
and TEAR to the utmost.*

Mrs. M. N. Fox,
400 E. 10th St.,
Philadelphia, Pa.

Dear Mrs. Fox:

To clothe boys economically and well, has been the object of this store for many years. It is not an uncommon thing to hear mothers say "I had no idea that you carried such a fine display of Juvenile clothing" after paying us a single visit.

We have studied boys' clothing and have concluded that "boys will be boys" and they must have a certain amount of sturdiness along with style in the make-up of their garments.

The clothes we offer you for your boy will stand WEAR and TEAR to the utmost. You will find many dressy, manly little suits for lads of all ages and sizes; some in gray, blue, tan and brown. Smart plaids, checks and stripes; some elaborately trimmed, others a little more conservative.

Suppose you stop in with your children and look over our stock at your leisure. We are confident you will be so impressed with what you see here, that you will not hesitate to make this place the outfitting Store for your boy.

Very truly yours,

BOYS' CLOTHING

*Stocks of Boys' Clothing
unusually large at this
time.*

Mrs. W. C. Newman,
710 Royal St.,
New Orleans, La.

Dear Mrs. Newman:

You may yet get your youngster that little manly suit he'll surely admire. Our selection of Boys' Clothes is still quite large. But do not wait too long for later our line will not be so complete.

The remarkable reasonableness of the outlay necessary to make the little fellow comfortable and neat at the same time is something you will appreciate if you will let us clothe your lad.

We will show you how to make him the best dressed little man in town, by putting a suit on him that has style, fit and finish. We'll take a genuine interest in him, and see that he is well pleased.

Really, you shouldn't neglect paying us a visit soon. We'll appreciate your call with the little fellow.

Very cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Boys' Clothes tailored to give
long wear and hold that shape.*

Mrs. J. W. Hart,
413 Maplewood Ave.,
Boston, Mass.

Dear Mrs. Hart:

About that boy of yours---

Naturally, you want the most comfortable clothes for him---in fact, the best value for your money.

The reason that mothers find our clothes for boys the most serviceable, and that means comfort and wear, is that they are properly tailored to hold their shape, and to withstand a lot of knocking about in play.

Any Mother whose boy has worn our clothes knows all about their special excellence, and will tell you about them if you ask her. And what is more, she will tell you that she pays no more for them than for others; and, since they last longer than ordinary Boys' clothes, they cost less.

We'd appreciate a visit from you, if it is only to look over our many new styles and patterns.

With kindest wishes, we are,

Very truly yours,

BOYS' CLOTHING

*A convincing letter
to mothers.*

Mrs. R. C. Johnston,
102 Illinois St.,
Chicago, Ill.

Dear Madam:

No matter what your boy needs in wearables, you will find it here in better and larger assortment than elsewhere, and quality considered, for less cost.

In buying our stock of merchandise, we have a fixed principle that we will not experiment with goods of unknown or uncertain quality as we consider it our duty to protect you against doubtful merchandise.

It is not our idea to sell you a suit of clothes for your boy and then lose sight of you; we want you to be well satisfied with your purchase---so well satisfied that you will want to buy all your boy's clothes here.

When you make a purchase here, there are no "conditions", no "ifs and ands" about it. If our goods fail to give the service we pledge them to give, if they don't last the length of time we claim they will, we will let you be the judge of what is a satisfactory settlement. You must be satisfied.

Come in any time with your boy. Visit to your heart's content. We never expect you to buy unless you're in the mood.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Best known manufacturers have
arranged to sell their apparel
for Boys through us.*

Mrs. V. B. Hastings,
500 Dorchester St.,
Dorchester, Mass.

Dear Mrs. Hastings:

In just a few more days summer will be over, the schools will reopen, and then will come the Fall problem of dressing your boy. And in times like these, it is a problem.

I am writing you because I am sure you will be interested to know something of the unusual plans we have made for serving you and your boy this season.

As I look over the fresh arriving apparel, I feel that we have been indeed fortunate in the shrewd, timely purchases which were made and that you and your boy will receive the benefit of these splendid qualities and attractive values.

Some of the best known manufacturers in America have arranged to sell their distinctive boys' apparel in Dorchester through "The Greater Boys' Store." There will be charming Novelty Suits and Overcoats for smaller lads as well as Dubblebilt and Leatherized suits for larger boys. And the same applies to furnishings and headwear.

In just a few days we will send you a copy of our new Fall Booklet, entitled "Your Boy". It contains actual photographs of Dorchester boys showing the best and newest Fall Styles. Please read it through for it is intensely interesting and should prove a valuable guide.

Very truly yours,

BOYS' CLOTHING

*Everything purchased here is
a real lesson to your boy in
"value getting."*

Mrs. B. E. Henderson,
721 Springfield Ave.,
Macon, Ga.

Dear Mrs. Henderson:

We've grown a bit proud of the Uniform Satisfaction given by the Greater Boys' Store, as the South's handsomest Store for Boys is so favorably known. Mothers have said many nice things about us and we assure you it is a genuine pleasure to sell clothes that win such unsolicited praise.

Summer and school closing time will soon be here and we look forward with pleasure to meeting you and your son personally, and rendering such service and aid as we can in the selection of his vacation apparel.

You will quickly see that everything you buy at Blanks is a real lesson in value getting. It is the most that it is possible to give at the price you pay. You will find that we take an interest in your boy, and show him just a little touch of friendliness you do not find in all stores.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

We understand the exact requirements of the boy.

Mrs. W. A. O'Connor,
590 Main St.,
Philadelphia, Pa.

Dear Madam:

It certainly beats everything how a boy will wear out clothes. The little fellows are usually restless, always on the go, kneeling, scrambling, scuffling, climbing, and in a hundred and one pranks that knock clothing to pieces.

We well know the needs of boys. Our Boys' Clothes are made to wear and stand the strain of fabrics that will not rip and go to pieces; yet, our Suits are cut in the latest fashion with all the "kinks" and "ginger" so admired by the little men---and their elders, as well.

For little money we can outfit your boy for the Fall, and give him all the "Style" and "Sturdiness" he will require in excellent school suits.

Why not arrange to look over our display in company with your youngster the next time you find it convenient to visit our store.

Very truly yours,

BOYS' CLOTHING

*Correct clothes hold a child
in the right posture.*

Mrs. W. A. Brown,
402 Main St.,
Boston, Mass.

Dear Mrs. Brown:

Do you keep a careful eye on your boy's back, that straight, sturdy little back and those square shoulders? That back means his GOOD HEALTH---it accounts for his red cheeks and lusty voice. It means a pair of good lungs and a heart that does its work well. Posture means everything! You know that.

Perhaps you have noticed how often a ragged news-boy's back is curved and weak-looking. It may be that his Mother does not know what you know---and doesn't say to him "Billie, DO stand up straight!"

But--a bigger reason for it is---he is not clothed correctly. A well fitting suit, with the right shoulder lines, with an easy brace tailored into the coat, holds a child in the right posture, reminds him, just as you do when he "slumps". That is the description and the design of our Right-Posture clothes for Boys.

Our WEAR-PLEDGE clothes are designed with as much care and as much thought, for the extremely active child---they are proof against accident. To assure you of these claims, the makers of these splendid pieces of workmanship provide an Insurance Policy, which guarantees satisfaction, for six months.

We have put as much thought and planning into our purchase of children's clothing as you have. Our HEART is in it, as well as our Head. Come in---bring the boy. Tell him about the book we give with each purchase.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A general letter on
Boys' Clothes.*

Mrs. T. B. Harris,
809 Hastings St.,
Detroit, Mich.

Dear Madam:

This store takes a very genuine pleasure in fulfilling your boy's smallest need. That is because it has long had a secret ambition. It wants you to think of the Blank store as "the store for your boy's clothes".

Outside of providing him with the things he wants, when he wants them, and at moderate prices, this store's here to serve him in every way it can. We say this and we mean it.

It is not all a cold matter of Merchandise and Money with us---we want the Fast Friendship and Complete Confidence of everyone who trades with us. There's a bit of deeply genuine pleasure in seeing one's patrons reappear.

Here's a suggestion you will surely profit by: COME IN AND LOOK AT THE NEW ISSUE OF WINTER OVER-COATS. RIGHT-POSTURE and WEAR-PLEDGE makers have just sent us their new designs, and they struck us as the finest selection of Boy's garments we've ever displayed---at least since the war scarcities of All-Wool fabrics.

Come in---bring your boy along, and visit to your heart's content.

Very truly yours,

BOYS' CLOTHING

*With every suit we give
the boy a book.*

Mrs. L. M. Wilo,
456 East 5th Street,
St. Louis, Mo.

Dear Mrs. Wilo:

Did you know that Blank's Boys' Department is a free circulating library for its little patrons? A book is given away with every suit---and that book can be exchanged for others until Next Fall, when it's time to buy another suit, and the "card" expires.

These books are chosen by the same man who chooses our clothing---a man who KNOWS BOYS---and knows Mothers, too, for they are all books you'd approve of.

This Boys' Library of ours is just meant as a symbol of what we want our whole SERVICE to be---public-spirited, valuable to the little "future citizens" that come to us, with confidence, and entrust their clothing problems to us.

You encourage thrift and economy in your boy. You'll find those qualities in our WEAR-WELL clothes, guaranteed for six months wear or you get a new suit in its place. We can help you teach your boy lessons in VALUE.

You often find yourself saying, don't you, "Do stand up straight, my boy. Don't you want to grow tall?" We have clothes that will constantly remind him, for you.

We want to co-operate with you in every way. Believe us. Let us have the opportunity. We extend this invitation quite irrespective of any desire to induce you to purchase, but with the confident belief that you will be genuinely interested.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Clothes for Boys made
to stand hard wear.*

Mrs. John Jones,
36 Liberty St.,
New Rochelle, N. Y.

Dear Mrs. Jones:

That rough-and-tumble youngster of yours is terribly hard on clothes, isn't he? And now that school is to be opening soon, with its baseball and football in the school yard and the long afternoons of hard play, it will be worse than ever.

It's too bad you can't put him in armor plate or insure his clothes as you do your house, and be done with it! Perhaps you don't realize that there is a company that insures clothing in just that way---to safeguard you against loss.

The "STURDY" clothes, one of the makes that we carry, are made by Blank, and he is so sure that he has made them without a fault or flaw, out of perfect materials, that he offers a unique insurance policy with every suit, which guarantees perfect satisfaction for six months. They are youthful manly little suits, built for comfort and for long hard services. Then there are the WEAR-WELL clothes which we have explained to you before. Ask to see both makes, when you come in.

We are very anxious to take care of your boy's Fall requirements, and to please you with our Merchandise and with our Service. We will take a personal interest in your needs, and try to make you both want to come again, because you got the suit that you wanted---and because "it is so nice and friendly at Brown's".

Come in with your boy and look over our fall line ---all up-to-date and finely tailored.

Very truly yours,

BOYS' CLOTHING

*Clothes that are guaranteed
to wear well.*

Mrs. M. B. Krauss,
52 Center St.,
Boston, Mass.

Dear Mrs. Krauss:

We don't know of a more interesting store than this for Mothers of Boys, and we want you to know it better than you do.

While economy of cost is a prime consideration both with you and with us, we do not permit ourselves to lose sight of the attractiveness of style and proper fit in making clothing for boys.

We don't know of any other house that has so happily struck a balance between what a boy ought to wear and what his clothing ought to cost.

It will be a great pleasure to show you what we have done for youngsters like your son if you will give us an opportunity.

We have just received some new things in men's and boys' wearables that will be very suitable for gifts. Make this your Christmas shopping store.

Yours very truly,

P. S. We are local agents for boys' Wearpledge Insured Clothing and Tom Sawyer Boys' washwear.

BUILDING RETAIL BUSINESS BY LETTER

*Unusual values in Boys'
clothing.*

Mrs. B. E. Jones,
701 Royal St.,
New Orleans, La.

Dear Mrs. Jones:

You have probably spent some little time, in teaching your boy the value of a dollar---it's a problem with all parents.

You want him to know that it takes a lot of work to get money and that when he spends it, it should do as much work for him in return.

That's the reason that so many parents send their sons here for clothes. Everything they purchase of us is a real lesson in value getting. It's the most that it is possible to give at the price you pay.

Suggest to your boy that he come here for his clothes---or better still, have him come with you. We have suits especially designed for youthful figures. They are stylish and will give long, hard service which make them low priced at the money you pay.

I will help your boy get the best clothes values he ever had. You will find we will take an interest in your boy, and show him just a little touch of friendliness you do not find in all stores, and anything the boy should buy himself that is not satisfactory he always has the privilege of returning and getting his money back.

Yours very truly,

BOYS' CLOTHING

*Real Boys' Clothes
at this store.*

Mr. J. Gelosky,
99 Ralph Ave.,
Lexington, Ky.

Dear Mr. Gelosky:

Have you a garden or a farm? Then you probably have some real, Honest-to-Goodness Overalls. I was going to suggest that you come down and let us fit you up in some, if you haven't.

We have a lot of summer stuff that you'd like to see. Your friends have been coming in, lately---looking for some Khaki trousers and some shirts that are COOL, but not "sissy". We didn't have any trouble in pleasing them. We're sure we can do the same for you.

We've been writing you for some little while, now. We hope you'll have some time---during your best and longest vacation---to come in once in a while and see us. If you need a new swimming suit---or a light-weight "dress-up" suit---don't forget us. Come in any time, whether you want to buy or not. You're always welcome.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Telling the boy how his interests
are looked after at this store.*

Master Jack Richards,
111 Main St.,
Birmingham, Ala.

Dear Jack:

Now I know Spring is here because I saw a robin out in Woodlawn yesterday. And this morning we began bringing down our new Spring stocks of boys' suits and other things to wear, so we'd be all set when you came in for yours.

But here's the real purpose of this letter and the others we've written you, we want to drive home the fact that Blanks Boys' Store is the one place in Birmingham where you can always get exactly what you want to wear, the best of its kind on the market and the most for your money, because we buy and sell only for spot cash.

We try to serve every boy so well that he'll stick to us until and after he becomes a man--then some day maybe--he'll have a little boy of his own that we can also count among our loyal customers.

Sincerely yours,

SECTION IV
DEPARTMENT STORE

BUILDING RETAIL BUSINESS BY LETTER

*Store policy
outlined.*

Mrs. Cleo Jackson,
Rt. 1 - Box 5,
Liberty, New York,

Dear Mrs. Jackson:

Here are some thoughts that may induce you to visit us sooner than you expected. They are really important things for you to know. Facts you may feel sure of on nearly every purchase you make here, large or small.

This is the store that protects you. It protects you against unreliable manufacturers. It protects you against goods having been bought at the wrong season. It protects you against loss of time, inconvenience, petty annoyance, discourtesy and other things due to thoughtless management.

More than that, I take a genuine pleasure in saving you money through this superior merchandising system of ours. I study to save you trouble or other dissatisfaction due in some stores to poor service or inefficient salespeople.

You'll find our working force like one, big, harmonious family. All work together in the interest of the customer. All are enthusiastic, loyal, attentive. All want you to make this store your store in every way it can.

Your slightest wish, your smallest purchase, receives our very best attention. Somebody called this store "the store with a heart and soul, and conscience."

We won't be happy 'till we have that visit from you. It will prove as profitable to you as to us---perhaps more so. Why not "obey that impulse" and come today? On the Great Clock of Time there's but one word---"NOW"!

Sincerely yours,

DEPARTMENT STORE

A good-will letter.

Dear Mrs. Mason:

Maybe you'd like to hear what one of our oldest patrons said about this store the other day. What she said pleases us more than anything we have ever heard, because deep within us is an intense, real desire for the warm approval and firm confidence of every single customer. Here's what the lady said:

"Why I could go into that store blind-folded and buy anything I wanted and get absolute satisfaction. It's a store where even a child can go alone and buy."

CONFIDENCE, you know, is a big word with a big meaning. This business of ours has been built upon the rock-solid Foundation of Confidence. That's why I sit down and write you this personal message today. This store wants your confidence. It wants your trade based on that confidence, or not at all.

Frankly, if you didn't believe in this store thoroughly, I'd hate to see you spend a single dollar here. Remember, no matter WHAT the maker's name on any article you buy here, you have the ADDED GUARANTEE OF THIS STORE'S REPUTATION BEHIND IT! That means, very plainly, "Satisfaction or money back". So every purchase you make here is at OUR risk, not yours.

Right now, I'm especially anxious to have you see some very special offerings in many lines freshly unpacked. Really, I'm pretty sure it will prove a FORTUNATE visit for you. I think there are some surprises for you among them.

Plan a special Shopping Trip to this store immediately---if too late today, arrange it the first thing tomorrow.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*How patrons are looked upon,
and our instructions to the sales
people.*

Mrs. H. Adler,
Detroit,
Michigan.

Dear Mrs. Adler:

Yesterday I had a little argument here in the store, with one of our salespeople. I thought it might interest you to know how it ended up. The clerk was told this:

"The patron is the most important person in this store, first, last and always. Without patrons this store could not exist. Neither would your position be here. So, remember both you and I are obligated to the patron. In fact, we owe her everything."

These were the very words used, and that's exactly how we feel about it. Your visit here compliments and honors us, Mrs. Adler. Every courtesy must be shown you; every facility of this store is at your disposal. It was put here for you.

So, instead of being obligated to buy when you visit here, it is WE who are obligated. You thought enough of this store to come in and see its merchandise. If you didn't find exactly what you wanted, we're not sorry you didn't buy. We're glad. You'd never be satisfied with an article that wasn't what you wanted, and of course, we'd rather lose the sale than lose a customer.

That's why you must always feel perfectly free to "come and go" here. Every article is in this stock to be shown to you, whether you buy or not. Everybody in this store is here to serve you. Every facility in every nook and corner of it is here for you.

Come in often. Feel at home. You're thrice welcome. Never buy what you don't like. Never go away dissatisfied. Tell us about any little trouble. We'll fix it---and mighty quickly.

Yours sincerely,

DEPARTMENT STORE

A personalized letter that shows an earnest desire for the recipient's business.

Dear Mrs. Jacobs:

This morning on reaching the office, I made up my mind, "I'm going to write, Mrs. Jacobs, personally, this very day." Naturally I had a special reason for this: I have always wanted your patronage, and I decided to plainly tell you so.

I'm positive that this store's ideas of merchandise and your own harmonize perfectly. You can do better on nearly every article you buy here. I know you'll think this a pretty broad statement. But I'm sure of it, just the same.

That's why you ought to be "our customer". That's why this ought to be "your store". So I ask you to accept this earnest letter from me today as a very cordial invitation: Call without fail on your next shopping tour. Let us prove all we say.

Then, too, we've another thought in mind. Your influence counts for as much as your trade. We're very anxious to have you a friend of this store as well as a patron.

By a friend, we mean one who believes in us. One who has firm faith in our merchandise and methods. One who takes occasion to SAY SO to any acquaintance she meets. Our store, you see, is "advertised by its loyal friends."

My letter's serious mission is to warmly invite you in---so we may show you why our house is worthy of your patronage, friendship, and even praise.

Come in soon. The sooner you come, the more you'll save. The better the values, the bigger your dollar's buying power.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*A store where the sales people
are glad to "just show" things.*

Mrs. Paul Keyes,
3689 Broadway,
Chicago, Ill.

Dear Mrs. Keyes:

This store of ours is the glad-to-show-you store. Everybody in it is imbued with one idea. That idea is: "I am here to serve and satisfy the customer."

It makes you realize we're not here merely to sell you merchandise, but to give you Real Service, Accommodation, Conveniences that any strictly modern store should offer its patrons.

You like to deal with a store that's glad to get your trade. You like to feel that every dollar you spend there is really appreciated. You like to know we are anxious to have you delighted with even the smallest purchase. You like to feel that our rules are Rules of Accommodation instead of rules of Restriction.

. . . And you CAN feel that way about this store. I want you to know I'll deem it a personal favor if you'll come direct to me with the slightest complaint you may ever have to make. I can rectify it so quickly, so satisfactorily, I know you'll feel well repaid. A store is like an individual, you see. It can't see its own faults. It must be TOLD about them.

Now, there are many new things, fresh arrivals, splendid values, all waiting here to-day for your inspection. Remember, there's not the slightest obligation to buy. In fact you CAN'T buy unless satisfied.

Come right now---while the thought's warm in your mind.

Cordially yours,

DEPARTMENT STORE

*Growth of the store due to
the ideals of the management.*

Mrs. Charles Katz,
15 Main Street,
Poughkeepsie, N. Y.

Dear Mrs. Katz:

We entered another fiscal year in our business life the first of this month. It hardly seems possible that nearly sixty years have passed from the time the store had its beginning in a small building on the corner.

These present large proportions have not been accomplished without the aid of the many thousands of our loyal customers who have traded with us during all the years; some of the first still remain and lovingly speak of "Our Store".

Our policy has always been to offer dependable merchandise at prices lower than our competitors, and to keep our service pleasing and agreeable.

The year ahead calls for better, bigger things than those we have achieved in the past. We are happy for the many friends we have made and shall press on to gain more in the days ahead.

If you have not already become acquainted with our store, we cordially invite you to come in and permit us to prove to you that our merchandise is the best to be had. "Our prices make down-town shopping extravagant", and our service will meet your requirements.

Yours for service,

BUILDING RETAIL BUSINESS BY LETTER

*A letter to build
good will.*

Mrs. Abalt,
1346 Prospect Ave.,
York, Penna.

Dear Mrs. Abalt:

We have endeavored to make the name of "BLANK'S" a household word among the people of York. We believe, our customers have faith in us---that they feel that any article they buy here must be right or we wouldn't sell it to them.

It has been our aim to create just this reputation and we mean to hold it, Mrs. Abalt, and make your confidence in us stronger every day.

Our buyers are highly paid and have had long experience in their work and they have studied the likes and dislikes of the people of this community for many years. They go often to the source of supplies---where they can get the best quality merchandise and the latest styles that Fashion has to offer.

We hope you will confine your trading to our store and feel that the things you buy here can't be duplicated in Quality Price, and Style.

Won't you assure us of your faith in us, by coming in soon? Even though July is a hot month, you will find our store a cool place to shop and our stocks new and interesting and full of suggestions.

Cordially yours,

DEPARTMENT STORE

The pleasure of shopping in a modern, well ventilated store.

Mrs. Mary Fuller,
35 President St.,
New Britain, Conn.

Dear Mrs. Fuller:

Don't you find it a pleasure to shop in a store where the ventilation is good and where there is plenty of daylight in every department and the convenience of modern equipment at your Service?

We have sincerely tried to make this your Ideal Store, and we hope we have succeeded.

Here you will experience no unnecessary delays in waiting for your change or charge O. K. and your purchases will be promptly delivered. The convenience of the customer is our first consideration.

We aim to make our service so perfect that there never will be any cause for complaints. But mistakes sometimes do occur, no matter how much care is exercised. If this should ever be the case, please let me know, personally, and it will be speedily and satisfactorily adjusted.

Our Ready-to-wear department has just been flooded with very attractive suits, dresses, hats and all the other necessary apparel for early Fall.

You are always welcome, whether you come to buy or just to visit.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

A store that charges less because of its economical management.

Mrs. A. Jacobs,
218 Henry St.,
Austin, Texas.

Dear Mrs. Jacobs:

Why is it that this store can often charge you less than another, for the BEST quality?

The reason is this: - ECONOMICAL MANAGEMENT. Our customers MUST NOT have to pay an extra profit for any carelessness, wastefulness or improvidence of ours, in running our business. Unnecessary expenses and losses are deducted from our own profit---not added into our prices for YOU to pay.

There are a good many ways we protect your interests by CAREFUL BUYING, too. We keep a weather eye on the market and BUY when prices are at their lowest point. Although we pride ourselves on our variety, we seldom have "over-stocks" of out-of-date merchandise to get rid of at a loss. We try to save YOU money by a little efficient thrift, wherever we can.

We carry the BEST---every article in our store represents the MOST you can get for the price you choose to pay. Have you ever made comparisons, to prove that what we say is true? Sincerely, we wish you would!

Very truly yours,

DEPARTMENT STORE

*A store that sells for less
because of its huge buying
power.*

Mrs. Nellie Wallace,
2536 Broadway,
Wheeling, W. Va.

Dear Mrs. Wallace:

It is needless to state that the subject about which I am writing has caused heated discussion in your home, with your neighbors, while on a shopping tour, and scores of other places where this is the topic of the day---the most talked about subject---"THE HIGH COST OF LIVING".

If you have heard about, or have recently visited Blank's you know that this store stands dedicated to economical buying which means---obtaining the BEST at the most bona fide bargain price.

Everybody knows that the most precious asset of a Department Store is thoroughly trained competent Buyers with "plenty of CASH". It may be of interest for you to know that this store is linked to a mighty chain of popular priced stores, extending from coast to coast, with a buying power of over twenty million dollars. It is, therefore, only natural that if you BUY HERE, YOU BUY FOR LESS.

Let it be known then, that our main endeavor is to serve you in an economical manner---to help YOU LOWER THE HIGH COST OF LIVING.

Come in at any time and let us prove this statement.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*A good-will letter mentioning
new conveniences.*

Mrs. Henderson,
500 W. 42nd St.,
Baltimore, Md.

Dear Mrs. Henderson:

From the time of this store's birth five years ago, we have endeavored to give you unparalleled service and DEPENDABLE merchandise at reasonable prices. And with these fundamental principles ever working this store has become the favorite shopping center for thousands of Baltimore citizens.

During the new-born year, we shall concentrate every effort so as to give the out-of-town folks the best possible service. Specials, which will be paramount in value giving---newly organized mail-order department, with expert shoppers---and merchandise guaranteed to be dependable in every sense of the word, are now at your disposal.

The enclosed leaflet has been inserted so as to demonstrate to you the superior values this store will offer you from time to time, and remember, we pay postage.

Hoping that the year 1923 will be a prosperous one to you and that we may be so fortunate as to number you among our patrons, we are

Cordially yours,

DEPARTMENT STORE

*A general letter about the
store's merchandise.*

Mrs. Anna Haggerty,
35 Church Ave.,
Mansfield, Ohio.

Dear Mrs. Haggerty:

It is a matter of pride with us to have the largest stocks of merchandise in Canton. And, we are equally proud of the fact that the test of quality has entered into every purchase made for the autumn and winter seasons.

Every department on each of our six floors is splendidly stocked with fresh, new merchandise of the very best qualities the markets afford. We will deem it a privilege to show you the many beautiful fabrics, styles and novelties that are here for your approval.

Especially will you be interested, we are sure, in the very extensive showing of the finest quality silks and dress goods in the specialized department on the second floor. Nowhere in this part of the state will you find more complete stocks. And the apparel sections on the third floor, too, are aglow with the newest styles that offer a variety equaled only in the largest cities of the country.

We have labored for thirty-two years to build up this business---to make friends and to keep them through offering only the highest qualities and through rendering a service that is courteous and satisfying. We want your patronage on this basis.

We feel confident you will find The Daylight Store the logical one in which to fill your requirements for the coming months.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

Inconvenience due to extensive remodeling now nearing completion.

Mrs. E. Christline,
475 Broadway,
Kingston, N. Y.

Dear Mrs. Christline:

For about six months, our store has been torn up, in the process of remodeling. We have appreciated the fact that it has meant some inconvenience to you and your friends.

But now, after a long, tedious period, we are all straightened up again---and we can promise you that it will be a real comfort and pleasure to you, to shop here, from now on.

We want to assure you, Mrs. Christline, that all of these changes and improvements have been made with the sole thought of making your shopping more convenient and profitable. The old "Bug-Bear" of slow service in handling sales has been corrected. Better elevator service to the upper floors has been provided---and all through the house, every change has been made to further the customer's interests.

We want and appreciate your patronage and we hope to make our service and the quality of our merchandise thoroughly satisfactory to you. If they are not, in any way whatever, we would be grateful for an opportunity to make right any error or omission that has come to your attention ---or of adjusting any complaints you may wish to make.

Come in soon---and often. We always appreciate your visits.

Cordially yours,

DEPARTMENT STORE

*Store owned and controlled by
men born and raised locally.*

Mrs. Evelyn Jacques,
69 E. Third Street,
Worcester, Mass.

Dear Mrs. Jacques:

Of what good would this fine store with all its shopping conveniences be to you if the merchandise didn't please you?

Our high qualities of merchandise, our prices based on present day markets, our splendid assortments ---all attest the leadership of this store. You will find Blank's the BEST place to fill your individual requirements.

Blank's is a Worcester enterprise, owned and conducted by men born and raised in Worcester ---men who know by long years of association, the personal needs of its people and who make a concerted effort to supply these needs.

Come in and let us show you what our expert Buyers have gathered for you this season from the foremost markets of the world.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Mentioning the various depts.
and suggesting a visit now.*

Mrs. W. H. Henderson,
576 Thomas St.,
Danville, Ill.

Dear Mrs. Henderson:

You know yourself how you feel when you have something new with which you are particularly pleased---you very naturally want to show it to your friends.

So you'll understand us when we say that this new store of ours has a personality and individuality which we can only enjoy to the full through the welcome it receives from our friends.

We can't begin, Mrs. Henderson, to tell in this letter how much there is here to interest you. But there is the new Toy Shop and big Kitchen Department and an exceptionally fine array of pottery in the basement, which is now connected with all floors by the elevators.

On the first floor, in addition to the new Shoe Shop for Grown-ups and Little Folks, the Silk and Dress Goods departments, the Shop for infants and Children have been enlarged. Conveniently located on the second floor, is the Lingerie section, and the Petticoat corner with Blouses, Sweaters, Corsets and Millinery for neighbors.

Really metropolitan Apparel and Fur Sections for women, small woman and young misses occupy the whole of the third floor. And last of all, on the top floor, is the bright new home of Curtains, Hangings and Rugs.

"A look," says the Japanese proverb, "is worth a thousand words!" So please consider this letter a personal note of welcome and greeting to the new BLANK store, that you may see how we have interpreted our ambition for the "finest department store in Cook County."

Very sincerely yours,

DEPARTMENT STORE

*Announcing completion of alterations
and suggesting visit during State Fair
Week.*

Dear Mrs. Lee:

It has been quite some time since I wrote to you; but good news is worth reading anytime, and as I have so very much to tell you, I don't believe I can tell you in the limited space of one letter.

In a way, I feel like the young man who has just stepped into his first pair of long trousers: I want everybody to know about it, Mrs. Lee.

We have just about completed a wonderful change in our store. Our growth has been so rapid, so healthy and so gratifying that, to properly take care of it, we have remodeled on a modern scale, every single department in our store---and there are twenty of them.

Up-to-date patronage requires up-to-date service, and I am proud to say that, with all the new fixtures, two new elevators, automatic cash register system and accommodation desk, we will be in a good position to serve you with intelligence and dispatch.

Coming to Terre Haute to the Fair? Be sure to visit our new store with its four salesfloors of new Fall and Winter merchandise. Do your Fall and Winter shopping while here. We will refund your railroad fare on the basis of your purchases.

Be sure to anticipate as much Holiday buying as is practicable because the stocks are ready now. By attending to these wants early you will be assured of best selection and you will be safeguarded against advancing prices in all lines.

Hoping to see you here during the Fair week and anticipating the pleasure of a personal acquaintanceship, I am

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Pointing out that the customer's
friendship is considered most
important.*

Mrs. Mary Booth,
23 Oliver St.,
Cedar Rapids, Ill.

Dear Mrs. Booth:

This business of ours isn't all just cold "merchandise and money". There's something else worth-while. That is---the feeling that our customers are our friends.

We want them to believe in us. We want them to have faith in our merchandise---the utmost faith. We want them to feel that our store is utterly at their service, at all times. That's the way we want to feel about you, and whatever share of your patronage you choose to give us.

Our idea is to make constant improvements, not alone in our stock of merchandise, but in our methods of selling our service throughout this store. Our ambition, Mrs. Booth, is to do better for you today than we did yesterday---and to show you an even greater improvement tomorrow.

Our constant thought is that, by close attention to your interests in the values we offer, by uniform courtesy, by painstaking attention to your every want, by prompt deliveries, and by service that brings to you a sense of real pleasure in dealing with us, we hope to merit more and more of your patronage as the days go by.

Our stocks at this time are so very complete that we hope you will make it a habit of coming in often. You are always welcome here, whether in a buying mood or simply visiting. Why not make that visit within the next day or two?

Cordially yours,

DEPARTMENT STORE

*In our store patrons are
treated as guests.*

Mrs. Kate Smith,
32 Third Avenue,
Newark, Ohio.

Dear Mrs. Smith:

We should like you to feel that, above all things this is the hospitable store. Our idea is that when you are here we want you to feel as much a Guest as you are a Customer.

You are under our roof. You have honored us with your presence. Every consideration is due you. Every courtesy, every attention will be extended. It is our wish to please you in every respect, and to make your stay as pleasant and comfortable as possible.

Just now is an especially opportune time for you to visit here. Never have our stocks been in such an excellent condition---we have a wide variety of fresh arrivals in nearly every department. You are sure to find just what you want at the price you want to pay.

There is a sense of security about buying an article at this store which in itself is worth quite a good deal. You know that the quality of anything purchased here must be right or we stand ready to replace it. You know that you have but to mention any dissatisfaction and we will promptly see that it is remedied.

Make your visit here a regular occurrence. You will find us always ready to "just show" you anything in which you are interested.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

To win more "word-of-mouth" publicity.

Mrs. F. Burns,
456 Monroe St.,
Grand Rapids, Mich.

Dear Mrs. Burns:

Recently one of our best customers made this remark to another lady who buys here: "I like to go there because they're always so reasonable, you can depend upon any article they sell you, and they're always so nice about rectifying any little mistake."

This indeed was very flattering, and naturally enough, the four good points mentioned in our customer's complimentary remark really represent the cordial virtues every dependable store should have. You will excuse us, therefore, if we feel a bit proud over this kindly comment.

No advertisement of any size that we could print would be one-half as effective as word-of-mouth publicity like this! We prize it more highly than anything we can say. This letter is written to you to-day with the hope that sometime we may merit the same good thought from you. Our pride is not only in pleasing our customers but in having them SAY they are pleased.

There are just now very many attractive new showings of incoming apparel---smart coats, capes, suits, waists and dresses---and we feel sure it's about time for a visit from you. They contain many agreeable surprises for you---styles and values that perhaps you didn't expect to find.

We look forward to the pleasure of seeing you here before many days. And rest assured it is always our desire to have you feel perfectly at home about asking any service it is within our power to render you.

Won't you come in soon---and often?

Cordially yours,

DEPARTMENT STORE

*Fresh stocks always and priced
for immediate disposal.*

Mrs. S. Jones,
234 Mott Avenue,
Flint, Mich.

Dear Mrs. Jones:

The spirit of this store is that of SAVING money for its patrons instead of having them SPEND it. We want to "earn" for every customer as many dollars as we can in her purchases during the course of the year. Our merchandising, and our pricing system, are all founded upon this conscientious principle. It is the foundation of our very business.

This store's prices have brought it many friends---people, Mrs. Jones, who respect the values it offers as representing their full money's worth. You are entitled to this, wherever you buy.

Our policy has always been to keep stocks fresh and new---ever changing and ever attractive to the modern minded woman. The merchant of by-gone days often bought huge quantities at big reductions, with the result that his stock was often stale. This system has passed away. We make smaller but steadier profits, through keeping our stocks strictly up-to-the-minute.

Every rule of this establishment is aimed toward pleasing the customer. The Customer is our first consideration. Without Customers we would have no store.

We hope you will take pleasure in frequent visits here, as we feel that we have always something of interest to show you. You have always the assurance that unless you are 100% satisfied with your purchase, we are ready to make it right, cheerfully and quickly.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Free telephone service
for patrons.*

Mrs. William Burns,
2345 Third Avenue,
Fresno, Cal.

Dear Mrs. Burns:

Many years of experience in the retail business convince us that the public wants quality. Determined that our merchandise and policy must satisfy our patrons, we have built an organization that has gained prestige, not only locally, but throughout the West, by methods of fair dealing.

The Globe is recognized as one of Fresno's leading stores, where satisfaction accompanies every purchase or the sale is not complete. Fresno patrons may take advantage of the many special events, that are constantly being announced, by calling Pacific 1300. This is a free telephone service for our Fresno customers and deliveries are made daily without delay.

We never quote comparative prices. Our plain statement that merchandise is to be sold at a price can be taken as an honestly stated fact, entirely worthy of your belief. We let you be the judge of value.

Respectfully,

DEPARTMENT STORE

*Criticism welcomed. Aim is
to make this the store of
"ideal service."*

Mrs. P. Freund,
234 Cannon Street,
Troy, N. Y.

Dear Mrs. Freund:

It has long been our desire to make this,
the Blank Company, the Store of IDEAL SERVICE."

Criticism is usually distasteful to the average person or organization, but unlike others, we invite criticism---for just criticism is as essential to improvement as the corner stone to the Modern Building.

As it is our desire to merit the unqualified confidence of our customers and in our efforts to do so, we ask that you point out to us any shortcomings of ours that may have come to your attention.

"SERVICE"---is the thought uppermost in the mind of the management of this company and we frankly invite criticism to strengthen our organization.

Time, in this busy day and age is most valuable---nevertheless thoughts that you might advance to us for the betterment of our services would be appreciated---we consider complaints as expressions of friendly interest in us.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

We want you to feel perfectly at home here. Now is a good time to see New Fall lines.

Mrs. H. K. Jones,
234 Clay Ave.,
Kane, Pa.

Dear Mrs. Jones:

Don't you feel a sort of warm pleasure when you call on a friend or neighbor that you really care for---like to chat with, and in whose house you feel perfectly at home?

One of our chief aims, Mrs. Jones, is to make you feel the same way when you enter this store. We want you to feel that while we are operating it, this store is nevertheless YOUR store, and that as our customer you are our guest as well. We want your friendship and your confidence, for we realize the mutual benefits that arise from them. They are our most important asset.

As August wanes there is bound to arise an inclination on your part to purchase your Fall garments, materials, etc.---or perhaps you have school children to provide with suitable things for school days.

Surely, then, this is the time to think of visiting BLANK'S for the new Fall lines are coming in every day, and we are sure you will enjoy buying from the larger and better assorted stocks which are now ready.

The cost of visiting our store is reduced by our railroad refund plan, based on the amount of your purchases.

Earnestly hoping that you will avail yourself of the early selections, and assuring you always, every measure of satisfactory shopping service, we are

Respectfully yours.

DEPARTMENT STORE

*An appeal linked up with
State Fair Week.*

Mrs. Herbert Faber,
23 Madison St.,
Cairo, Ill.

Dear Mrs. Faber:

Surely you are coming to the Illinois Free State Fair, which is to be held in Streator Sept. 29th to Oct. 4th. It's going to be the largest and best Fair of all and you can't afford to miss it.

We want you to take this letter as a personal invitation to make this store your headquarters while in Streator. Our conveniences and accommodations are yours; feel free to use them. Our accommodation Desk on the main floor will care for your baggage or any article which you may want to leave.

Why not combine the visit to the Fair with a Fall shopping trip to Blank's?

It is a most opportune time because the vast majority of early Fall merchandise is already in stock, having been specially provided for your selection during Fair week. Also it will be a splendid time to get acquainted with the improved shopping facilities of this store.

We are building a very large out-of-the-city trade, by selling the best merchandise procurable, at right prices---and we are making fast friends by our careful and painstaking service.

We want to ask you to take advantage of our free railroad refund plan. Be sure to see us about it.

Awaiting the opportunity of serving you, and trusting to see you during Fair week, we are

Respectfully yours,

BUILDING RETAIL BUSINESS BY LETTER

A store that serves its patrons with care, promptness and courtesy.

Mrs. Harry Rubin,
234 West 116th St.,
Schenectady, N. Y.

Dear Mrs. Rubin:

Did you ever stop to consider why you shop in one store in preference to another? Have you ever thought it was the courteous service and painstaking care on the part of those who waited on you that impressed you so that you just naturally thought of that store when you started out to buy?

Well, that is exactly where we stand in relation to our customers, and it is the precise reason why so many out of town shoppers like yourself, come to our store first when they come to Albany.

We were paid quite a tribute by one of our out-of-town customers the other day. She told one of her friends "If you can't find it at BLANKS you need look no farther." While this is a bit exaggerated, we felt very proud, nevertheless, of the confidence which this lady has in our store, and the fact that she thought of BLANKS as a department store in which almost everything could be purchased satisfactorily.

We do not believe there is a store anywhere, no matter how large, nor how carefully conducted, that serves its customers with more intelligence, more care, more promptness and more courtesy than we, and on the strength of that we feel that we, right here in your section, are entitled to your most earnest consideration.

Right now, our showing of ready-to-wear garments is complete. You must make it a point to stop in the first opportunity. You'll be impressed with the variety, quality, individuality and exclusiveness of these garments. May we expect you soon.

Cordially yours,

DEPARTMENT STORE

*Featuring ample stocks
in every department.*

Mrs. S. L. Fisher,
897 Van Buren Ave.,
Tulsa, Okla.

Dear Mrs. Fisher:

Since writing to you a few weeks ago, Winter with all its requirements is here in earnest, and I am happy to say that never in our history have we stocked such a wealth of wanted merchandise, in the staple lines as well as apparel whose chief charm and desirability is "style."

A Tulsa woman who just returned from the East told me that she was amazed at the completeness of everything in this store---the varieties, the styles and the reasonableness of prices; she congratulated me on keeping our store attuned to the times with the same care and intelligent preparation as the very large metropolitan stores, and said that she could see no reason for going outside of our doors for most everything she needed.

It was for this result that I increased our buying staff so that all departments should receive the same attention---as if the very success of this business depended upon the results attained in that one section. Everything from a spool of thread to a luxurious Fur set is bought with equal care as to its importance.

The next time you come to Tulsa, I'll appreciate it if you will come to my office on the third floor and ask for me---just introduce yourself and say that you want to be shown through every department; whether you want to buy or not makes no difference.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

Extensive remodeling nearing completion. Many improvements.

Mrs. Florence Smith,
890 Third Street,
Brooklyn, N. Y.

Dear Mrs. Smith:

As the alterations in our good store are nearing completion, the result is proving to be even better than anticipated. In fact, the new merchandise, more convenient arrangements and better facilities will make your shopping here a pleasure.

For several months, Mrs. Smith, we have been enlarging, remodeling and refurnishing the store throughout. These changes enable us to carry larger stocks and make this more than ever a friendly, home-like place where courtesy, promptitude and appreciation are all these words imply.

Probably one of the most noticeable improvements is the enlarged millinery department in its new quarters on the second floor. It is now under the new management of Mr. A. I. Blank, who, until very recently, was foreign buyer for the retail millinery department of the Brown store of Chicago.

You must come in soon. We will show our appreciation in the good values and better service we offer now.

Sincerely yours,

DEPARTMENT STORE

A letter that tells in an interesting way the many departments.

Mrs. S. Davies,
114 W. 12th St.,
Canton, Ohio.

Dear Mrs. Davies:

You have always envied Jack and his Beanstalk, I am sure, because of the Wonderful Things he found at the top. We have started to grow like Jack's Beanstalk---UP. We furnish an elevator and invite you, cordially, to climb up our first little sprout to the second floor, and to explore the Wonderful Things to your heart's content.

There you will find a new MILLINERY DEPARTMENT, with hats which will nod themselves at you luringly, like lazy poppies on the stalks. You MAY smile at them and pass by---but beware---you may try them on and nod at yourself approvingly!

Then comes that dainty, delectable department, the BABY SHOP---the Pinks and Blues and Soft Woolens---so dainty and yet so serviceable.

Here in our new CORSET SHOP, you can find the lines ---just for you---which will improve so much that new serge frock of yours.

There is the BOOT SHOP, which will complete your joy ---Shoes for tramping or for dancing; Boots and Rubbers for that slush which follows the first warm snows.

Then you are tired---and---dear me!---your nose is a bit shiny, you feel sure! There is the REST ROOM and the end of a perfect day.

We are so proud of our new Beanstalk, Mrs. Davies I know that our enthusiasm will be contagious. You are very welcome. We will be glad to see you and to have a chance to serve you again.

Very sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

Abundantly supplied with gift merchandise and toys.

Mrs. L. P. Murphy,
2345 Second Avenue,
Framingham, Mass.

Dear Mrs. Murphy:

Christmas time and the New Year rapidly approaching, directs our thoughts to the period of gift giving and time for new resolutions.

Christmas time has always found us abundantly supplied with desirable merchandise and the toys so dear to the hearts of the children. We take this opportunity to invite your inspection.

Early shopping has been requested by our Government and the time for gift giving is rapidly approaching.

The New Year brings to mind resolutions to give better services, thereby, showing greater appreciation, if possible, for patronage already given us.

Cordially yours,

DEPARTMENT STORE

*A Thanksgiving
letter.*

Mrs. Philip Nelson,
123 W. 23rd St.,
Canton, Ohio.

Dear Mrs. Nelson:

Thanksgiving: The "Season of Plenty" is just around the corner. May it prove the very happiest you have ever spent.

Although this store has many reasons to be thankful, yet it will be doubly thankful if it can win you for its steady customer. Candidly, that's why I write you this Thanksgiving letter today.

You see, the prosperity of this store and its patrons is mutual. A good store grows on its customers. Its customers grow on it. And that is as it should be. Now, this store wants your friendship, your confidence, your trade. Without them, I would feel we lacked the support of one of the city's most influential homes.

And because I'm anxious to have you for a loyal customer of this store, I particularly want to make sure you will call to see our Winter Display of suits, coats, dresses, waists, gloves and hosiery, for I know you will be more than gratified. You'll really be delighted you came. You'll be firmly convinced you can do better at this store than elsewhere.

Pardon me if I seem over eager to have you come in, but your visit means much to us. We are awaiting your call with the warmest expectancy. I hope you will honor us with it soon.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Fifth floor is a gift
shop right now.*

Mrs. Mary Appel,
234 Greenwich Street,
Hudson, N. Y.

Dear Mrs. Appel:

The most perplexing gift problems are easily and quickly solved at the Blank Store.

Our comprehensive stock of Gift merchandise will suggest an appropriate selection and enable you to obtain a suitable present.

Besides the many suitable gift items on every floor and in many departments we particularly call your attention to our Gift Shop on the Fifth Floor. A competent salesforce will assist you in making a selection appropriate for any occasion.

We assure you will find, in this beautiful Shop, Gifts for all the seasons, distinctive in taste and original in design, presents which will be appreciated by the recipient.

Very truly yours,

DEPARTMENT STORE

A Christmas letter suggesting useful gifts this year.

Dear Mrs. Ludwig:

We feel sure that you will agree with us that useful presents (except to the children) are to be the proper thing this Christmas.

And we hope that in doing your Christmas shopping you will come to this store---for with this very thought in mind we have prepared to serve you better than ever before.

We have a seemingly infinite array of fitting gifts ---sensible, practical, odd, distinctive---gifts new and unique ---gifts of time-honored Christmas tradition---gifts for every member of the family down to the baby, for every friend, acquaintance, employee---the Big gifts, moderate-price gifts, and inexpensive little remembrances.

Indeed, we are confident that every gift perplexity will find a happy solution here, and if by any chance it should not, we know our Gift Certificates will solve your problem most satisfactorily. They may be bought for any amount, and permit the recipients to exercise their own preferences in selecting, insuring a gift that is right in style, color, size and all other features.

We simply ask you to remember that "the name Blank on a Christmas gift stamps it with the seal of quality"---a mark which both giver and receiver know and accept as authentic proof of excellence.

But please do not wait a day longer than necessary. Come tomorrow if you can---look over our stocks as much as you wish---you will be welcome whether you buy or not---and on all four floors you will find displays which we believe will prove interesting and profitable to study and a courtesy which has its fountain-head in our appreciation of your visit and our sincere desire to be of real service.

Yours truly,

BUILDING RETAIL BUSINESS BY LETTER

*Every department now featuring
suitable gifts.*

Mrs. John Clarke,
2345 Park Avenue,
Ft. Wayne, Ind.

Dear Mrs. Clarke:

Christmas time is with us again---and our early shopping slogan is being heralded once more.

Don't put off your Holiday gift selections any longer. The Blank, "The Christmas Store of the Northwest" is prepared to serve you now.

Every Department features attractive wares and your shopping tours in search of suitable gifts are indeed a pleasure at this early date. Besides you will receive more individual attention from salespeople and your selection need not be hasty.

The Blank is known as the Christmas Store and the spirit of Good Will which is foremost at this time, you will find characterizes our methods throughout the year.

Respectfully,

DEPARTMENT STORE

*A Christmas gift
letter.*

Mrs. Shirley Jacobs,
52 Fifth Ave.,
New York City.

Dear Mrs. Jacobs:

We know you're busy making up your Christmas gift lists, and that's why we're writing to remind you of the many beautiful, appropriate and desirable gift suggestions you will find in this big store.

Appropriate, useful and moderately priced gifts for Father, Mother, Brother, Sister, Baby, Friends and Relatives will be found at every turn. Christmas shopping here is a pleasure rather than an effort, because stocks are so big, the displays so suggestive and service so superior.

Why not let your gift shopping tour begin on the fifth floor where Toyland is located. We've moved Toyland up to the fifth floor so that we could give adequate space to the hundreds of playthings in which Santa's children are so vitally interested. On this floor, too, are Victrolas and records---both superb gifts.

And so, all through its six floors, this big store is in its holiday attire. We'll be glad to have you come in if only to see our big, happy Store Family rendering prompt, efficient and courteous service, regardless of the crowds or the rush. You're welcome here at any time whether you're "just looking" or know exactly what you want.

Let us take this occasion to extend our warmest wishes for a very Merry Christmas.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*A letter of
greetings.*

Mrs. Ralph Walters,
145 Rogers Place,
Watertown, N. Y.

Dear Mrs. Walters:

Among our assets we like to count the only one
that money cannot buy---

YOUR GOOD WILL

And so at this holiday season we extend to you
---not as a customer alone, but as a friend---the best
of wishes for the coming year.

Sincerely yours,

DEPARTMENT STORE

*A Thanksgiving letter with
timely suggestions.*

Mrs. Mary Jacobs,
2345 Broadway,
Amsterdam, N. Y.

Dear Mrs. Jacobs:

Thanksgiving will soon be here. You are thankful for many things: Health, friends and your home are some of them. We are thankful that the markets of the world are open so that we may have a more complete line of China, Glass, Silver, and Kitchenware with which to prepare and serve the feast of the season.

Then there are the suits, coats, waists, hats and choice assortments of wearing apparel for you and your family, selected with care as to quality, style and price for your approval and selection.

We want you to come in and satisfy yourself that our claims are just and reasonable. It will not cost you a cent to look, and our efforts to display our merchandise will be just as willing as if you had made a purchase.

We are sure that your experience will be like that of many of our regular customers. They came to look, were pleased with what they saw, saved money on their purchase, and continue to favor us with their patronage.

We cordially invite you to make such an investigation.

Yours for service,

BUILDING RETAIL BUSINESS BY LETTER

*Suggesting early shopping
for Christmas.*

Mrs. K. L. Groves,
3456 Park Avenue,
Joliet, Ill.

Dear Mrs. Groves:

While this is a joyous time which we are approaching, it is also an unusually busy time.

We are making every effort to be prepared to serve our friends in the most satisfactory way, yet we fear that, as in the past, the failing or putting off until the last minute, will make it impossible for us to give the absolutely satisfactory service which we would desire.

We are, therefore, asking that if possible, you would do your shopping early, and reap the double benefit of being more satisfactorily served, as well as, having more complete and orderly stocks to select from.

The preparations which we have been making for the last twelve months, to supply our Christmas trade, have produced a wonderful array of attractive gifts with the result that, however varied your list, you can fill it successfully here.

We trust that it will not be out of place for us to express to you the wish that this Holiday Season may be for you an unusually happy one.

Yours very sincerely,

DEPARTMENT STORE

*A Thanksgiving letter expressing
appreciation.*

Mrs. K. L. Jones,
580 Prospect Avenue,
Bridgeport, Conn.

Dear Mrs. Jones:

You may recall our writing you early in September, with reference to the unusual assortments which we were offering for Fall.

The part of the season which we were then preparing for has already passed, and we are now approaching the Thanksgiving time of our year.

While conditions have been strenuous, we believe we all have much to be thankful for, whether it be individuals or institutions. We trust this is true of you, and we know that it is true of ourselves.

As we look back over the year, we are indeed thankful for the many friends which this institution has, and for the many evidences which we have seen of that friendship.

While our efforts have been to improve, we realize that accomplishment has not always equalled our expectations and if in any way we have failed to measure up to your expectations, we would be pleased to have you advise us. For only in this way can we know and correct our faults.

We shall be very glad to see you in the store whether you are in the market for merchandise or just for a visit.

Yours very sincerely,

BUILDING RETAIL BUSINESS BY LETTER

*A Thanksgiving letter
to stimulate sales.*

Mrs. M. Phillips,
897 Fort Washington Avenue,
Batavia, N. Y.

Dear Mrs. Phillips:

The approach of Thanksgiving reminds us as it must you of the very great many requirements of the Winter Season.

We want you to know that we have endeavored to anticipate every want---that we are here ready to serve your every need in a manner that will please you. You will not be disappointed in variety of assortment and you will find our prices the very lowest consistent with our high standard of quality.

We are here to make friends and through them grow bigger with each passing season. We take pride in being "Batavia's First Store" and shall strive always to maintain our leadership.

Perhaps you'll want new linens for Thanksgiving; you're planning on new rugs or draperies; or it may be materials for a new silk dress, a new Winter suit or some ready-to-wear apparel for yourself and your family. At any rate, you will find our splendidly complete stocks the largest and best in this part of the State.

Accept our Thanksgiving Greetings. May it be a day of satisfaction and happiness in your home.

Cordially yours,

DEPARTMENT STORE

*Christmas letter urging
early shopping.*

Mrs. J. B. Frank,
23 Market St.,
Clinton, Iowa.

Dear Mrs. Frank:

Christmas! Christmas with all its joys, its expectancies---its perplexities, and the fuss and bustle of "getting ready". Christmas is just around the corner!

It is not a bit too soon for you to think of an early visit to this store with the idea of making your selections while our bounteous Yuletide stocks are so complete. Our buyers this year have fairly outdone themselves in their efforts to please you, Mrs. Frank. You will be the best judge as to whether or not they have succeeded.

From every style center, from every source where beautiful and useful gift things are obtainable, we have gathered a wealth of Gift Merchandise for the discriminating shopper, with fashions to fit every taste, and prices to fit every purse.

One thing! We urge upon you to make your selections early. You will have a much wider choice, and will have so much more leisure to make your selections; you will naturally receive more concentrated attention, you will get better service, and be vastly more content in mind at the thought that all your Christmas shopping has been attended to. This relief in itself is worth a great deal!

The sooner you come, the sooner you will realize that our suggestion in this letter today was a good one. Why not determine at once to make this visit at a definite hour within the next day or two? It is a step in the right direction and will mean a saving of time, trouble, worry and money.

BUILDING RETAIL BUSINESS BY LETTER

*Spring Opening
Letter.*

Mrs. Harry Marks,
345 East 156th St.,
Cleveland, Ohio.

Dear Mrs. Marks:

Our Formal Spring Opening takes place March 1st, and we are very anxious that you attend and see the many conveniences we have installed for you and our other friends.

Our idea is to make constant improvements, not alone in our stock of merchandise, but in our method of selling, and our service throughout the store. Our ambition is to do better for you today than we did yesterday---and to show you even greater improvement tomorrow.

Among the new departments we have added are Corsets, Toilet Articles, Perfumery, Leather Goods, Handkerchiefs, Gloves, Umbrellas, Ladies Hand Bags, Stationery, Veilings & Neckwear, Jewelry, etc. In conjunction with these we have departments which include everything for Ladies', Misses' and Infants' Wear---Coats, Suits, Dresses, Shoes, Waists, Millinery, Furs, Underwear, etc.

We will endeavor to keep abreast of every new innovation and our stocks will reflect this alert spirit of our buyers. They are not alone judges of quality, and of service-giving merit, but of style-consistency and authoritative vogue.

While in our store it is always our desire to have you feel perfectly at home about asking any service it is within our power to render.

Very truly yours,

DEPARTMENT STORE

*July Clearance
Sale.*

Mrs. Mary Hirsh,
1167 Stevins Ave.,
Providence, R. I.

Dear Mrs. Hirsh:

We take pleasure in reminding you that we have just completed our inventory and are now starting our annual July Clearance Sale.

It is with a thorough appreciation of your patronage that we desire you to attend this sale, as it will be greatly to your advantage to do so.

Our July Clearance Sale assortment will consist of numerous lines of wearing apparel at a BIG REDUCTION FROM THE REGULAR PRICES. A genuine surprise is in store for you in the remarkable values we are prepared to offer you. And everything you buy is guaranteed to give complete satisfaction.

Make it a point to stop in real soon so that you may have a wide selection from which to choose.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Anniversary will be
celebrated with week
of special prices.*

Mrs. J. M. Jones,
345 Hoe Ave.,
Louisville, Ky.

Dear Mrs. Jones:

Birthday Anniversaries are called Milestones in the path of Time and are commemorated by all people.

Today is our Store's Birthday, and we ask you to rejoice with us, for "Blanks" Fifth Anniversary will be celebrated with a week of Special Price Sales from May 7th to May 14th inclusive.

During the past five years you have encouraged us to extraordinary effort in our Merchandise selections; you have stood by us during the storm and strife of competition until today we feel that "Blank's" is YOUR STORE and we, but the willing instruments of happy service to you.

We cannot tell you in a letter all we feel, but drop in during Anniversary Week and we will show you by Price, by Merchandise, by Service, what your loyalty means to us.

Cordially,

DEPARTMENT STORE

*Greetings letter with announcement
of Annual Clearance Sale.*

Mrs. John Wilson,
35 La Salle St.,
Tampa, Florida.

Dear Mrs. Wilson:

Firstly, we take this opportunity to extend to you and yours the season's greetings. May 1924 bring to your household an abundance of sunshine and good health!

We also want to thank you most sincerely for your patronage, which was a factor in making the past year --- a most successful business year.

As is our usual custom --- we will hold our Annual January Clearance Sale --- watch newspapers for day and date of opening.

This sale of all sales will be conspicuous in the fact that prices will be recognized as those prior to war.

Our Sales have always in the past been successful, as we do as we advertise --- REDUCE PRICES. All departments will participate in this Big Sale Event --- and if you contemplate the purchase of a Winter Coat, a Rug, or even a paper of pins --- you can save money and "Buy for Less".

Read our Big price list in the papers and Don't Fail To Attend This Bonafide January Clearance Sale.

Very cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Advance notice of Semi-Annual
Clearance Sale.*

Mrs. Fred Stern,
345 Chestnut St.,
Philadelphia, Pa.

Dear Mrs. Stern:

Our semi-annual Clearance Sale, is about to open - watch newspapers for day and date.

It's our housecleaning time - and as heretofore, our policy of clearing our shelves of all Summer merchandise, regardless of cost, will be diligently enforced.

Opportunity for advantageous merchandising was a far sighted possibility on our buyers' part which was successfully realized. Jobbers and Mill Agents, who owned merchandise on the high cotton market, were eager to take their loss when the cotton decline came. Consequently, our buyers got busy and we own underwear, hosiery, muslins and domestics at prices less than the present cost of manufacture.

These lines, together with a choice stock of ready-to-wear, rugs, draperies and curtains, and kindred other lines will be placed on sale at prices from 10% to 33 1/3% less than regular prices.

Yes - our Clearance Sale - will be unusual in value giving.

Come in prior to the opening of this sale and select some of the great values in Ready-to-Wear - this will be your privilege.

We refund railroad fares. Expectingly, we look for you.

Sincerely yours,

DEPARTMENT STORE

*Advance notice of Silver
Anniversary.*

Mrs. Wm. J. Rutland,
46 De Soto Place,
Minneapolis, Minn.

Dear Mrs. Rutland:

Probably you know of the remodeling we have recently completed --- that we have expanded from three stories and a basement to five stories and basement, thus becoming Central Minnesota's largest store. Very likely you have been in to shop since all the changes were made.

We surely hope you have --- for we are very proud of our store and anxious to have you see how we have grown in the twenty-five years we've been in business.

Our twenty-fifth Birthday comes this June and we are going to celebrate the Silver Anniversary with a series of great sales, beginning Friday and continuing all month.

We want you to come to these sales, it will be worth your while to come, for exceptional values will be offered every day.

Make your plans now and come Friday if you can. You'll be well repaid in savings.

Yours sincerely,

BUILDING RETAIL BUSINESS BY LETTER

*Anniversary sale
letter.*

Mrs. William Farnum,
Hollywood,
California.

Dear Mrs. Farnum:

Monday, Oct. 5th. the opening day of our TWENTY-THIRD ANNIVERSARY SALE which continues for two weeks. We will indeed be pleased to have you visit our store during this period of celebration, and assure you that it will be worth your while.

The past year has shown the greatest progress in our history. Our new ten story building is now thoroughly complete and is the last word in Department Store construction.

This is to be a two-fold celebration, first and foremost of course being our TWENTY-THIRD ANNIVERSARY for which we have made extraordinary preparations. And second --- it will serve as a house-warming --- a sort of opening event for what is now the Blum & Blank Store.

Values that are quite out of the ordinary in NEW FALL MERCHANDISE will be the rule all through the event, and we trust you will reap the fullest benefit.

Please be reminded that the sale is now in progress. Read our daily advertisements.

Sincerely yours,

DEPARTMENT STORE

*Celebrating Twenty-Fourth
Anniversary with real
values.*

Mrs. J. B. Scott,
345 South Orange Ave.,
Newark, N. J.

Dear Mrs. Scott:

On Saturday of this week, we begin celebration of our Twenty-fourth Anniversary, and it will continue every day until the end of the month. Announcements of the Special Offerings of the day, in the various departments of the store, will be printed regularly in the daily papers. Watch for them.

It is our desire to express, in this PRACTICAL way, in DEEDS, rather than words, our gratitude for your patronage---for the loyalty of the families of Newark who have made possible the present standing of Blanks.

We feel that whatever success we may claim is due primarily to YOU---and the least we can do in return is to offer you REAL VALUES, at a sacrifice to our own profit---during this short period of our celebration.

No doubt you will appreciate the opportune date of our Anniversary Sale---for SPRING is the natural time to restock your household, from your pantries and linen closets, to your own wardrobe. We expect to welcome many a provident housewife. Look for our first announcements in next Friday's papers.

Accept our sincere thanks for your past interest in us---may the same pleasant relationship and mutual satisfaction continue throughout the years to come.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Department Store features
"MEN'S WEEK." Letter
No. 1.*

Mr. W. A. Ring,
140 Nassau St.,
Lima, Ohio.

Dear Mr. Ring:

Next week is "MEN'S WEEK", which means that the new STORE FOR MEN will put on its "best front" and stand in the "receiving line".

It's going to be more than an ordinary affair. We are going to show Lima more real style in Clothing, Hats and Furnishings than has ever before been attempted.

It will be a good time to get ready for Spring, Mr. Ring. Stocks will be complete for "MEN'S WEEK".

Jot it down in your daily-reminder pad:---
"Men's Week at BROWN'S---March 23 to 27."

And, don't forget to watch our newspaper ads. during this time.

Very truly yours,

DEPARTMENT STORE

*Department Store features
"MEN'S WEEK." Letter
No. 2.*

Mr. Edw. M. Becker,
R. R. 13
Lima, Ohio.

Dear Mr. Becker:

In our letter last week---when we invited you to visit the new STORE FOR MEN---we neglected to mention that this is

---A Ground Floor Store, in

---A Separate Building, with

---Direct entrance from Main Street.

In other words, Mr. Becker, you don't have to pick your way through crowded departments or climb stairs or take an elevator, to reach it.

Just step in from Main Street and you step into a REAL MAN'S STORE.

Mr. Becker, this is the kind of a store we believe you will like.

When may we expect you?

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Department Store features
"MEN'S WEEK." Letter
No. 3.*

Mr. John Browning,
224 Third St.,
Lima, Ohio.

Dear Mr. Browning:

A man who spent an hour with us a few days ago, remarked:

"If I had a clothing store like this I'd send a personal invitation to every man in the valley to visit it".

We have taken his advice, Mr. Browning.... This is your personal invitation to visit the new STORE FOR MEN.

You ought to see this store. It's one of the most talked-of clothing stores in Lima.

May we expect you soon?

Cordially yours,

DEPARTMENT STORE

*Department Store features
"MEN'S WEEK." Letter
No. 4.*

Mr. James Smith,
114 S. 2nd St.,
Lima, Ohio.

Dear Mr. Smith:

Did you look at the calendar this morning,
Mr. Smith?

Anyway look again! The first Sunday in April
is EASTER SUNDAY.

Which is another way of saying: "GET YOUR SPRING
CLOTHING RIGHT AWAY!"

And there's no better place to get what you want
than at the new STORE FOR MEN---Brown's new ground-floor
store in separate building with separate entrance off Main
Street.

You'll find the finest clothing in the land here---
and when we say "finest", we mean exactly what we say.

Men tell us that our prices are the lowest-in-Lima
too.

Hurry for that Easter Suit!

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Conveniences for men in
remodeled store.*

Mr. R. H. Smith,
225 Fourth St.,
Dayton, Ohio.

Dear Mr. Smith:

Time was when a man made a purchase in our Men's Store, that he was obliged to wait from ten to twenty minutes for his purchase to be wrapped, change made and delivered to him.

Men as a rule, are "Quick Shoppers". They know what they want and do not have the time to waste on obsolete store equipment.

With the interests of the men folks in view, prompt, polite and painstaking service was foremost in our minds when planning the remodeling of our new Men's Store.

Men never like to "hunt for things"; that's why we constructed a direct and separate entrance for men, leading directly into their store from the large men's display window; belt conveyors to quickly assemble merchandise purchased on a transfer and a pneumatic tube service to rush your change back to you in less time than "A twinkle of the eye", are just a few instances of our unrivaled equipment and facilities in this new development in our progress.

Everything is in readiness, with the most complete showing for Men's Clothing and furnishings ever assembled of the Fall season. A service is offered unequalled in any store in Central Illinois. We extend you this invitation, to come and see the advantages of shopping at Dayton's Men's Store.

Sincerely yours,

DEPARTMENT STORE

Ready-to-Wear series.

Letter No. 1.

Mrs. J. A. Walter,
105 N. Penn St.,
Scranton, Pa.

Dear Mrs. Walter:

This is Monday!

A good day for good taste---
---to turn to the Fall Styles.

or stating it briefly---
---a good day to visit our Second
---Floor Ready-to-Wear Department.

You will find my sales-people
glad to "just show" you the new
modes in Dresses, Coats, Suits,
Waists and Furs.

Come in, I will appreciate your
visit.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

Ready-to-Wear series.

Letter No. 2.

Mrs. Peter Jones,
789 N. Penn St.,
Scranton, Pa.

Dear Mrs. Jones:

This is Tuesday!

Another good day---
---for women who dress well
---to think of
---Style Headquarters.

I am anxious that you visit
us today to see what I con-
sider Fashionable Garments,
and at moderate prices.

Make it a point to stop in
this afternoon or the first
thing tomorrow. I am positive
you will be interested.

Very respectfully yours,

DEPARTMENT STORE

Ready-to-Wear series.

Letter No. 3.

Mrs. L. N. Lau,
12 Main St.,
Scranton, Pa.

Dear Mrs. Lau:

This is Wednesday!

Still a good day---
---to remember good clothes
---and who sells them.

We're guilty on both counts.

We have placed a sheet in our
ledger under "L" for your
use.

Thursday is coming!

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

Ready-to-Wear series.

Letter No. 4.

Mrs. K. L. Williams,
456 Erie St.,
Scranton, Pa.

Dear Mrs. Williams:

This is Thursday!

Another letter from me.
I'll admit I never wrote so many
letters to any one person in a
single week before. But ---

I am very anxious that you see
our Fall clothes.

Much care was exercised in the
selection of these garments,
and now we want your frank opinion
of our collection.

Yours for service,

DEPARTMENT STORE

*Ready-to-Wear series.
Letter No. 5.*

Mrs. N. B. Kleinedinst,
1221 N. George St.,
Scranton, Pa.

Dear Mrs. Kleinedinst:

This is Friday!

You still have today and Saturday,
in this week, to respond to my
"suggestions" that you come in and
look over our new Fall Garments.

My stock is simply great. Prices
are lower than you expect.

I've been in earnest about your visit
and I am confident you will be here
and see the result of thoughtful col-
lecting and designing of Fashionable
Garments, Dresses and Hats.

Just come now---today.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Women more or less influence
the buying of men's clothes.
Suggest he come here.*

Mrs. Nathan Doll,
Utica,
New York.

Dear Mrs. Doll:

At first you may think it's a funny idea to write you a letter about a store that sells only the things that men wear.

It isn't tho; as a matter of fact, they say women influence directly or indirectly nearly eighty per cent of the buying of men's clothing. They ought to. Women usually know more about quality and value than men, and most men realize that.

Here at this store we make a specialty of men's clothing and we feel certain that the values we offer are greater than any you will find in this part of the country; that's why we're writing you this letter. You'll know it when you see them; you'll appreciate what it means. And if you have anything to do with the buying of the men's clothing in your family, you ought to come here or see that the men do.

We sell Blank & Blank Company clothes. You know what that means; the best there is. The same is true of our furnishing goods, shirts, hats, hosiery. When we say the best, we don't mean the highest priced. We mean the most for the money; and that's what you're looking for.

Yours truly,

SECTION V
READY-TO-WEAR SHOP

BUILDING RETAIL BUSINESS BY LETTER

*A wide selection to
choose from.*

Mrs. Florence Miller,
966 West End Ave.,
Bridgeport, Conn.

Dear Mrs. Miller:

Some women are always doing just the things that are "being done" and wearing just the common styles that are "being worn" whether they are BECOMING or not.

But the woman of taste demands "individuality" ---and to find it there must be a VARIETY for her to select from. Your clothes are an expression of your personality---and you want them to be as effective, as much "you" as possible. It stands to reason that YOUR tastes are not going to be identical with those of everyone else.

It has been our policy to carry a wide enough VARIETY in styles of Coats, Suits, Hats, Frocks, and Blouses so that you can readily find that which is most becoming to you. Come in and look for YOUR Suit, Dress or Wrap---we have it for you.

Yours very truly,

READY-TO-WEAR SHOP

*Our clerks see to it that
the patron is pleased.*

Mrs. Paul Monahan,
356 Park Ave.,
Springfield, Ill.

Dear Mrs. Monahan:

A woman came into our Glove Department, the other day, with a hand that was hard to fit and a taste that was hard to please. Besides, she was a good judge of leathers and a careful buyer.

The clerk spent almost an hour with her, intent on finding the gloves that would exactly suit this valued customer's desires and purposes. When she left, with an excellent pair of grey kid musketeers, the clerk sighed and said---"If she is just satisfied, then the time was well spent. It's all the more credit to US to please the particular person!"

That's the general spirit of our Service in every department---a real desire to PLEASE the most discriminating shopper---with courteous consideration for individual preferences. We would much rather have a customer leave without buying than to urge upon her some purchase that might breed discontent with us, later on.

So, feel free to come and go at Blanks. Our store is an institution for Public Service---and is YOURS for the using.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Wearing apparel for women from
the style-marts of the world.*

Mrs. Bella Brown,
245 Grand Ave.,
De Witt, Iowa.

Dear Mrs. Brown:

Naturally, modern-minded women like to deal with a store whose merchandise and methods are strictly up-to-date. You may well have the feeling, in every purchase here, Mrs. Brown, that no woman in the style-marts of the world has any advantage over you.

We keep abreast of every new innovation, and our stocks reflect this alert spirit of our buyers. They are not alone the judges of quality, and of service-giving merits, but of style-consistency and authoritative vogue.

Every successful store nowadays OWES it to its customers to keep them as well informed about what is newest and best, modern and desirable---just as a newspaper owes it to its readers to keep them in touch with all the latest events of the day.

We believe that you, Mrs. Brown, as our customer are entitled to every courtesy it is possible to be shown you. Every member of our salesforce is impressed with the fact that the customer must always receive first consideration. We welcome, instead of resent, any criticism of our store or our service, realizing that we are but human and cannot see all of our own faults.

We hope to have the pleasure of seeing you here again in the near future---it is always pleasant to know you have not forgotten this establishment.

Cordially yours,

READY-TO-WEAR SHOP

*A store that strives to give
you full value for every dollar
expended.*

Mrs. Jack Brown,
23 West 111th St.,
Orange, N. J.

Dear Mrs. Brown:

At this time practically everyone is planning their Fall and Winter purchases, and we feel that because of the very complete way in which we are prepared to take care of these requirements, this letter will be of peculiar interest to you.

The fifty-one years of continued success, which this store has enjoyed, is due more than to any other one fact, to the effort which has always been put forth to give full value for every dollar expended here.

This principle is still strictly adhered to, and is the same influence which has bound to this store its many friends.

Trusting we may have the pleasure of seeing you in the store, we are

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Spring showing of Gowns,
Suits and Millinery.*

Mrs. Henry Hepner,
234 Wadsworth Avenue,
Pekin, Ill.

Dear Mrs. Hepner:

Our Spring Style Show and Display of Gowns,
Suits, and Millinery is WONDERFUL.

We have not lost sight of the fact, however, that the other lines of merchandise we carry are equally as important at this time---the Home and the Joy that we take in it, is of as much comfort and is equally as pleasing to each of us personally as the possession of our outer apparel.

Your thoughts do not run to gowns and kitchen utensils at the same time, never-the-less, our various departments are ready to fill all needs whenever you feel them. We're always "prepared" in advance.

If you have not taken the opportunity recently to go through our stores, we believe that it would be time well spent for you to do so. You doubtlessly know that we carry most everything for Men, Women, Children and the Home.

Cordially yours,

READY-TO-WEAR SHOP

*Invitation to come and see new
merchandise just received.*

Mrs. Shirley Katz,
355 West End Ave.,
New York City.

Dear Mrs. Katz:

Since writing you a short time ago, we've received a great number of beautiful garments. They represent the choicest ideas from both here and abroad ---clever ideas worked into exclusive designs.

Among these are Smart suits and coats in beautiful, rich fabrics---well-tailored daytime frocks of tricotine, serge and Poiret twill---afternoon gowns of subtle attractiveness and exquisite blouses of georgette crepe with many novel touches of originality.

We want you to enjoy shopping at this store---that is why we write you whenever our stock is at its best. There is much that is "new" to interest you, here, at this time.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*A letter to induce the prospect
to visit the store.*

Mrs. Edwin Sommers,
356 Riverside Drive,
New York City.

Dear Mrs. Sommers:

You will find that our ever changing collection of styles makes this an ever interesting store.

Word pictures are inadequate to describe these captivating garments---a personal inspection is the only means of obtaining a satisfactory impression.

Come in---you'll enjoy it.

Yours very truly,

READY-TO-WEAR SHOP

*Invitation to see the new arrivals
in apparel for women.*

Mrs. Michael Lerner,
19 W. 36th St.,
Camden, N. J.

Dear Mrs. Lerner:

Just arrived---a great shipment of beautiful new apparel, and we are very anxious that you stop in the first moment and let us just show you some of the pretty new Fall designs.

Among them are Suits and Dresses in lovely, rich fabrics---smartly tailored afternoon frocks of Tricotine, Serge and Poiret Twills---gowns of subtle attractiveness and exquisite blouses of Georgette Crepe, with many novel touches of originality.

Enthusiasm is running high at our store this season, because we think this collection of women's garments is the finest one in our history. You must make it a point to come in and look them over---soon.

Remember, this is the Shop where you can look without being obligated to buy.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Fall showing of Ladies'
Ready-to-Wear.*

Mrs. Abraham Jacobs,
218 Henry St.,
E. Liverpool, Ohio.

Dear Mrs. Jacobs:

Dame Fashion, I believe is a bit jealous of the beauty of nature---when Summer is turning into Fall---and strives to create something more colorful than turning leaves, softer and more harmonious than the shades and tones of brown, green and dull reds against a blue sky and this year she has proved herself an artist beyond the shadow of a doubt.

She is always partial to navy blue, first because it is so becoming to the feminine face, and secondly, because it blends so well with Autumn's vivid coloring.

We have a most interesting display of afternoon and street dresses, in serges, twills and combinations of silk and satin---and tailored suits of marked distinction.

It's time to come to us, for Autumn is in the Air. The shorter evenings and the cold chill in the air after the sun has gone down prophesy Winter---and new needs. We are ready for you---and you are always welcome. We would be glad to have you compare prices, for we know the result of your investigation will be favorable to us.

Very truly yours,

READY-TO-WEAR SHOP

*Always glad to have you come
in and look around.*

Mrs. K. M. Kopps,
456 Flatbush Ave.,
Brooklyn, N. Y.

Dear Mrs. Kopps:

Do you like to shop---when you have plenty of time to "just look". Although you have no intention of buying, just now, don't you often like to wander in the "evening dress" department of some of the Shops, to look over the new styles and materials---or glance at the Suits?

We take such pleasure in our Shop that we are delighted to have you and your friends drop in just for the purpose of "looking" any time. We have some lovely Madeira linens and fine lingerie that you will want to linger over, to notice the fine handwork and the original touches in bows, embroideries, tucks and lace inserts.

Our new blouses you'll find irresistible! They are so dainty---and so many of them have the new short sleeve. With a little inspection of our afternoon and tailored street frocks, charming new modes in Coats, Suits and Wraps---you will go home full of new ideas, refreshed and enthusiastic.

We know that buying is only one little part of shopping, so you will never have that unpleasant feeling of obligation. We're always glad to serve you.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Special Cloth Plus
Special Prices.*

Mrs. B. Brown,
27 E. Third St.,
Toledo, Ohio.

Dear Mrs. Brown:

For a spring Suit---made of firmly-woven Jersey as fine as the best English Tweed, distinctive in tailoring, remarkably reasonable in price---come into the BLANK Shop and let us show you the "Tweed-O-Wool".

Since the first of the year, we have sold over 850 of these Suits---which was quite beyond expectation! The fame of the Suit is spreading---and that is because it has absolutely met all requirements of durability. It is weather-proof, unstretchable, it will not wear shiny and has the fine, close-knit, all-wool look of Quality fabric.

The PRICES we are able to offer on them, this Spring, are without precedent! Last Fall, when prices dropped and manufacturers were clearing out their stocks in a hurry, we bought up a huge number of these Suits, in a wide variety of models---and these we are offering to you at replacement values---that is, present wholesale prices---exactly what WE have to pay, NOW to replace them!

It is quite an opportunity for thrift, you see---and fortunately both thrift and Jersey Suits are very much "in vogue" these days. Won't you come in?

Cordially yours,

READY-TO-WEAR SHOP

*Pointing out the advantages
of wear and value.*

Mrs. B. Brown,
37 E. Third St.,
Toledo, Ohio.

Dear Mrs. Brown:

In general of course, prices are lower now---but in particular, the TWEED-O-WOOL SUIT has something unique in the way of value, to offer. We have some special price dispensations on it, this Season, that make it more than ever desirable. Let me tell you a few things about it---perhaps you'll find it just what you are looking for!

In the first place, Mrs. Brown, it is always VERY moderate in price---surprisingly so, under present conditions. It is waterproof, adapted to all seasons, made of specially-prepared worsted material like a fine tweed, which will not SHINE, stretch, shrink or wrinkle! It is, in every way, as standard and practical as a man's business Suit.

It is tailored by experts in the trim English styles that are so popular in this city. You can get them in any number of models, colors or mixtures you wish. Could any combination of qualities meet ALL requirements so absolutely?

If you are interested, we will be more than glad to show you the different styles---for we are the exclusive Boston Agents for these Suits. Drop in, some day this week, "just to look," at them. Your time will not be wasted.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*In looking for your Easter Suit,
see the "Tweed-o-Wool."*

Mrs. B. Brown,
37 E. Third St.,
Toledo, Ohio.

Dear Mrs. Brown:

More and more every year, the SUIT has become the most popular apparel for women, because it is appropriate for so many occasions. More and more busy and active women rebel against that eternal question---"WHAT shall I wear"?

Still, they have a very normal desire to be becomingly and distinctively dressed! I have heard many women say that if some STANDARD garment, generally becoming and suitable for all occasions, could be designed, they would WELCOME it.

The fact that Toledo women and girls---known for their conservative and excellent taste---are wearing the TWEED-O-WOOL Suit in greater numbers every day is proof that this idea of standard dress is very popular.

But the TWEED-O-WOOL Suit doesn't prevent INDIVIDUALITY. It is made up in a variety of colors and lines to suit taste and age. What makes it famous as a STANDARD garment is, not uniformity, but DURABILITY. The VALUE represented in this suit will appeal to you, whether you need to consider price or not. Won't you come in, when you are looking for your Spring Suit for Easter---and let us show you a few styles?

Very truly yours,

READY-TO-WEAR SHOP

*An exclusive shop for
women's out apparel.*

Mrs. Harry Kirsch,
987 Kelley St.,
Boston, Mass.

Dear Mrs. Kirsch:

As you are well aware, Boylston Street is the Fifth Avenue of Boston, but are you familiar with the Blank Shop? If not, we extend to you a cordial invitation to visit us on your next shopping tour.

This is an exclusive Shop for outer apparel, catering especially to a refined taste---the demands of which we have for years made a deep study, and our rapidly growing clientele is the best evidence of our success in this field.

Because of the seemingly exorbitant prices prevailing this year, we should like to emphasize the fact that our prices are the lowest consistent with the quality of merchandise and service rendered, and we believe our values are unequalled anywhere in New England.

A part of our personal service is our pride in showing our things to interested shoppers, without impressing upon them that unwelcome sense of obligation to buy. A visit from you will be deeply appreciated.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Successful Height-of-Season
Letter.*

Mrs. L. B. Booth,
789 Hoe Ave.,
Detroit, Mich.

Dear Mrs. Booth:

These letters from us simply mean we want to interest you and bring you in our Shop. We feel sure that a visit here will add your name to our list of patrons.

We are now at the height of our Summer Season and if your Summer wardrobe is not complete, you will find here a splendid assortment of the most appropriate Clothes for Summer wear. Dresses of soft voile, dainty organdies and imported Anderson ginghams made up in tailored models for street and sport wear, or designed for home, tea or evening wear.

For beach or sport wear, Sweaters in Chiffon Alpaca, light-knit wool, mignon or pure silk---with one of our exclusive designs in dainty embroidered, hand-drawn blouses ---would make a Summer outfit that would be a constant pleasure to wear.

Our personal attention will be given your individual desires and needs. You will find it delightful to shop in an atmosphere of harmony and courtesy, with saleswomen who respectfully consider your tastes and opinions. Some of our patrons will be glad to know that we open our Summer Shops at Newport and Pawtucket as usual. We hope to be of some service to you, this season.

Cordially yours,

READY-TO-WEAR SHOP

*Splendidly designed Fall suits
reached us by fast express.*

Mrs. Buckley Duane,
Tacoma,
Washington.

Dear Mrs. Duane:

We have just received by fast express, from New York, a number of splendidly designed, finest quality Fall Suits in the newest modes, which we have determined to present to our patrons at an interesting price.

These Suits are absolutely NEW, in line and fabric, in fact, they are what style authorities in eastern centers declare to be the finest collection of distinctive models shown in many a season.

The materials are excellent---and the nice-ties of detail, the pockets, buttons and embellishments original and in the best of taste. Because we are aware that you are able to keep in touch with the newest fashions and novelties, we believe that these Suits will appeal to you instantly.

May we have the pleasure of serving you?

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A special showing of exclusive
models this week.*

Mrs. Dorothy Segal,
208 Riverdale Ave.,
Yonkers, N. Y.

Dear Mrs. Segal:

A remarkable showing of dresses, is being featured in our shop this week and many of the models are very exclusive ideas appealingly portrayed for us by our own designers.

Dresses of the very finest serge, tricotine, silvertone, and other rich fabrics, have been re-priced with a substantial saving that can be easily noticed.

We regret that we cannot enumerate a complete list of dress values in this letter, but we will ask you to visit our shop any day this week---see for yourself just how radically we have made reductions.

Very truly yours,

READY-TO-WEAR SHOP

*Pleasurable selection important
for apparel that is becoming.*

Mrs. Pat. Murphy,
3456 Wilson Ave.,
Chicago, Ill.

Dear Mrs. Murphy:

What a thrill of pardonable pleasure it brings to every woman to know that she is faultlessly attired! How gratifying to catch appreciating glances of admiration from other women of unerring taste!

The secret is simple.

It means, merely, the proper selection of the type most becoming to your personality.

A Spring Suit, so selected from our diverse assortments, will possess those rare qualities of style which leave no doubt in the mind of the wearer or her friends, as to the absolute appropriateness of her costume.

May we have the privilege of showing you our Spring suits---the most desirable group of garments we have ever purchased? They are priced as low as is consistent with dependable quality.

We cordially invite your inspection.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Ladies' Apparel that is the
work of Master Designers.*

Mrs. Etta Jacques,
218 Montgomery St.,
Washington, D. C.

Dear Mrs. Jacques:

How often have you turned for a second look at a smartly dressed woman whose perfect costume unconsciously demanded your admiration? You wondered just why she was so attractive---just what there could be about her suit which raised it so far above the average.

Vaguely envious, you dismissed the subject from your mind with the unsatisfactory explanation that there certainly was "something" about that suit---probably something very "expensive".

That "something" explains the secret of distinction in dress. It is the successful blending of those details which mark one suit in a hundred---it means the finished work of a master tailor.

And our suits do possess this style---the next step is to properly choose the model best adapted to your individuality. Our assortments are as complete now as before Easter---our affiliation with the Blank buying System explains why our suits of this superior type are priced lower than elsewhere.

May we have the pleasure of your opinion about them?

Cordially yours,

READY-TO-WEAR SHOP

Present low prices result of purchases being made after prices reached bottom.

Mrs. Samuel Brower,
Holyoke,
Mass.

Dear Mrs. Brower:

This year, your Spring Costume is not going to be a "Second Best Choice" because of high prices---the most distinctive and unusual styles that have been shown in Holyoke for many seasons are being displayed at Blank's now and are quite within reach.

You see we did our buying AFTER prices reached the low water mark. Values are considerably and surprisingly better than they were last Fall. The significance of this announcement to you is unmistakable---the lower prices you have been waiting for!

All of our Spring garments are of a character and charm not to be duplicated at the values we offer. Our coats and suits are truly the most attractive that we have had in many a season. You will want one, directly you see them!

We want to assure you that our new Spring prices will remind you of Pre-War days and will tempt you to get the "little luxuries" you have denied yourself for so long.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Apparel for the stylish as well
as the more conservative.*

Mrs. Z. Thompson,
222 Riverside Drive,
New York City.

Dear Mrs. Thompson:

Didn't you ever hear some athletic girl, in an excellently tailored suit and a neat shirtwaist, remark that she "didn't care one bit about clothes"? And didn't you smile a little, when you heard her?

The "tailored" girl is just as particular about the material and cut of her suit as the girl who wears ruffled frocks and fluffy collars and frankly admits that she "adores pretty clothes". It's just two kinds of good taste.

We can take care of the requirements and desires of both these girls. The Season has brought us garments that represent styles from all parts of the world---plain, tailored, "outdoor" styles from England---creations of feminine individuality from Paris. There are silk afternoon dresses with lazy girdles that nestle low on the waist line, suggesting the Orient. There are beads from foreign lands wandering in designs all over silk and cloth dresses that would otherwise be very plain---and hanging in fringe and tassels in out-of-the-way places.

Fashion can be as whimsical and unusual as you wish her to be---or as sensible. We have some suits that are tailored by "artists" in their line, for the conservative woman who wishes to be distinctively yet very inconspicuously clothed.

This we guarantee with every garment we sell---It will repay you for every cent you put into it, in PURE SATISFACTION.

Come in, any time, and let us prove it.

Yours very truly,

READY-TO-WEAR SHOP

*A store where you can
always do better.*

Mrs. J. Relkin,
356 E. 7th St.,
Butte, Mont.

Dear Mrs. Relkin:

Coats, Coats, Coats---that's what you see on our second floor in every popular style and every popular material.

Rich fur-trimmed models and plain models, secured at a great special purchase discount, are now being featured at prices that will astonish you.

That "You Can Always Do Better At The BLANK Store", wise and economical shoppers will tell you. If you, Mrs. Relkin, haven't proven this to yourself, try it this season and these coats will soon convince you.

Some of the popular materials made up in these Coats are:---Chameleon, Tinseltone, Suede, Velour, English Polo, Frost Glow, Fur Fabrics and many others.

Another thing that is important---whenever you're down town shopping, it'll pay you to watch our windows, they will tell our story.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Featuring exclusiveness of
garments handled.*

Mrs. Jack Norway,
756 Lexington Ave.,
Grand Rapids, Mich.

Dear Mrs. Norway:

The old saying "There is strength in numbers", certainly does not apply to the wearing apparel of the woman of today.

Could anything be more disappointing to a well dressed woman than to pass an exact counterpart of the coat which she is wearing, on some other woman?

Exclusiveness is the Keynote of our Women's Coats, and therefore, we cannot permit any duplicates. We must protect our customers in every direction.

That's the reason our Women's Coat Salon is a busy place every minute of the day.

That's the reason, why you should come here for your Fall Coat.

Please give us the opportunity of showing you some works of Art from real French Designers. You'll find the time pleasantly and profitably spent.

Very cordially yours,

READY-TO-WEAR SHOP

*Special Attention to Individual
Types and Needs.*

Mrs. Clara Kurtz,
890 Boston Road,
New York City.

Dear Mrs. Kurtz:

Pretty clothes must certainly appeal to you. They do to everybody, even to the man who tries to make believe they're too trivial for his attention---catch him off his guard and you'll find him approving in spite of himself, of a well dressed woman. It's a duty and a pleasant one, to be well dressed, and it is an important part of every woman's life.

Let us help you in this interesting problem---"What is my type and where can I find what is most becoming to me!"

Just now, we are showing a collection of the most attractive coats we've ever had---every one of them different---and we'd like you to share our enthusiasm about them.

There are coats here just suited to your Personality, without a doubt, and we will appreciate the opportunity of helping you select the one most becoming to you.

May we have that pleasure soon?

Very cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Correct apparel
and fine furs.*

Mrs. J. Boswell,
897 Tiffany St.,
Coshocton, Ohio.

Dear Mrs. Boswell:

Nowadays, correct apparel has grown to be very largely a matter of individual taste---Dame Fashion's style standards are no longer rigid---style choice is broad.

We invite you to our collection of Fall Apparel and Furs with promise that your desires for variety will be entirely satisfied. Our exhibits run the entire gamut of "Types" and styles, each, in its way, distinctive.

The growing popularity of fine furs is reflected in ever increasing success of this store---we've kept pace with the tendency---we're ready to provide superior quality. Our fur selling service is a conscientious one---a service of finer quality, true value giving, absolute reliability.

You have read a great deal about the high prices that will prevail this Fall. Well, we planned long ago to save thousands of dollars for our patrons, by giving them an opportunity in advance of season of sharing with us the very moderate prices at which we were able to buy these garments.

Most of the styles are shown in limited numbers, for at Blank's you're assured of individuality.

Very truly yours,

READY-TO-WEAR SHOP

*See what we offer in wash
dresses before buying material
for dressmaker.*

Mrs. Milton Jenkins,
356 Myrtle Ave.,
Brooklyn, N. Y.

Dear Mrs. Jenkins:

When you get ready to think about your wash dresses this year, instead of buying your materials and looking for a dressmaker---who is hard to find---just come right down here and let us show you how attractive and how reasonably priced our ready-made dresses are, this season.

You'll find an assortment of tub dresses that will be a real revelation to you---frocks in all the new materials, in simple, easily laundered styles that are really individual---all priced at about what the material itself would cost you.

Many other new things are also here---silk dresses, sport skirts, exquisite blouses and undergarments and new models in coats and suits.

We also have a very complete line of children's clothes and you can find their sturdy little play clothes or their finest and daintiest party clothes in our shop.

Before you plan your Summer wardrobe---drop in at Blanks. We may be able to help you.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*An invitation to see the
New Fall Styles.*

Mrs. Irving Herman,
Passaic,
New Jersey.

Dear Mrs. Herman:

Now that the waning Season brings chill, cool breezes, a Fall Wrap is really a necessity.

For all-occasion wear, there are highly fashionable models of soft-surfaced fabrics in rich tones. Some are luxuriously trimmed with Fur---others are unadorned because the materials are sufficient in themselves.

You will find also, right now, a most complete line of Modish Street Coats of fine Suedine Cloth, fashioned in full, rippling fitted styles with large collars of Fur---all beautifully lined.

The very first opportunity come in and try on one of these garments. You're always welcome whether you come in to buy something or simply look around.

Very truly yours,

READY-TO-WEAR SHOP

*We want your opinion of the
garments we are now showing.*

Mrs. Helen Adler,
343 E. 49th St.,
New York City.

Dear Mrs. Adler:

Now that the very latest and most stylish garments that will be shown this Season in Suits, Coats and Dresses are ready for your inspection, for Easter and Spring days, we want you to spend a few moments of your time during the coming week if possible, to look them over.

We want your candid opinion, Mrs. Adler. We feel that we have about the best display shown in the City at the prices---but it is YOUR opinion we wish.

We are trying to hold to "before the war" prices as much as possible \$25.00 to \$75.00 for Suits, Coats and Dresses of style and quality.

We trust you have been fully pleased with our service in the past. We thank you for your always helpful interest in our business and we assure you we appreciate it greatly.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Come in and glance over
the Winter Styles.*

Mrs. S. Wiley,
255 Fifth Ave.,
Altoona, Pa.

Dear Mrs. Wiley:

Now that the days are getting shorter and the air very chilly after the sun goes down, a Fall Wrap is really a necessity. It is a comfort to wrap a big Winter Coat around you---bury your chin into a soft, fur collar and snuggle your hands down into deep warm pockets.

Somebody told us this and now our store is full of these very desirable necessities---Winter Coats, in all the latest materials and shades. Also, we have some new wraps for formal wear, in beautiful colors, made up in rich brocades and velvets---picturesque with their fur collars and flowing lines.

If you come in to glance over the Winter Styles, you'll notice that the little furry creatures, like the possum, squirrel, racoon and the mole have been getting on coat collars---all over everything---Suits, Coats, even street dresses---adding much to beauty, warmth and comfort.

This is the most unique and interesting Winter Stock we've ever had---and we want you to come in soon to see it, before it is picked over by the "early birds" and robbed of its best.

Cordially yours,

READY-TO-WEAR SHOP

*Springtime display of
Head-to-Heel apparel.*

Mrs. Anna Stevens,
356 Marcy Ave.,
Brooklyn, N. Y.

Dear Mrs. Stevens:

The first afternoon you go out to shop, you should take time to see our Springtime display of the most distinctive Head-to-Heel Wearing Apparel.

The new Spring footwear, stylish garments and exquisite millinery that have just arrived are from the foremost New York makers and represent the choicest ideas of the season. There are many stunning new modes ---exclusive ideas worked into ladies wearing apparel.

Particularly, a stroll thru our shoe department will prove worth while. The display here fairly sparkles with the prettiest oxfords and pumps, and most complete and quite the best selection ever shown.

Come in soon. We will be glad to "just show" you anything, whether you make a purchase or not.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Store improvements made for
customers' convenience and
comfort.*

Mrs. William Kabe,
1030 Bryant Ave.,
New York City.

Dear Mrs. Kabe:

With the opening of the Fall Season, we have an important message and an invitation to extend to you---

We've made big enlargements on our store during the Summer---added everything in the way of equipment for your convenience and comfort---new Fixtures for speedy Service---an attractive Rest Room---and also a NEW DEPARTMENT, an up-to-date Shop carrying exclusive Ready-to-Wear Garments and Hats for the well-dressed women of this vicinity.

So here you will find, right now, the Fall Season's most fashionable modes---styles which represent the choicest ideas from both here and abroad. There are many new models in Coats, Suits, Dresses and some charming shapes in Hats---exclusive ideas worked into exclusive designs of wearing apparel. All these garments are made of selected materials---style, cut and workmanship guaranteed, of course.

For your next Suit, Dress, Coat or Blouse, come in and let us show you the season's latest! And we are sure we have the very hat that is most becoming to you! Come in soon---and often. You are always welcome. We want you to enjoy these new improvements, for they were made for that purpose only.

Sincerely yours,

READY-TO-WEAR SHOP

*Summer wearing apparel.
House dresses, etc.*

Mrs. G. L. Silver,
345 Hoe Ave.,
New York City.

Dear Mrs. Silver:

When the summer HEAT from the dusty roads just seems to rise in clouds, and people begin to spend their time following the sun around the north side of the house---you just can't have too many dainty, washable things to wear, for you NEED more clothes in Summer. The very thing you'd like to wear, for the next week-end, is in the laundry when you want it most. It's lucky that Summer fabrics aren't as expensive as winter woolens and silks and velvets---so you CAN have more.

Had you ever thought of buying your Summer frocks of print and ginghams, voile and linen, with an eye to using them in the winter as HOUSE DRESSES, to save your street clothes? The investment does not seem much of an extravagance, in that light.

And NOW is the time to buy them---to get a full season's use out of them. We're writing you all this---frankly ---because a very attractive shipment of white clothes, summer frocks and sport wear JUST ARRIVED---and it is hanging, fresh and expectant, on our racks, ready for you to see them.

Remember, you still have three full months of warm weather to prepare for, and then the beautiful, clear day of Indian Summer, after that. We think you'll be enthusiastic about these "Midsummer Dreams" we have just received.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

Shop early this season.

Mrs. Kate Burns,
456 Park Ave.,
New York City.

Dear Mrs. Burns:

We want to remind you that you will be wanting a lot of new clothes for Spring, and that by purchasing early you will enjoy long weeks of wear out of them while the Season is at its height. Also you will have the satisfaction of choosing when our stock is most complete.

May we not show you our beautiful Arrivals early, that you may examine them in a leisurely way, thus making your selections without the risk of a bad choice.

We assure you that your needs will be most carefully studied out as to price, quality and service, and your patronage highly valued.

We think our stock this Spring is of unusual beauty and excellence, and we invite your early inspection.

Thanking you for all favors, we are

Yours very truly,

READY-TO-WEAR SHOP

*Featuring sport clothes
for women.*

Mrs. David Summers,
355 Westminster Ave.,
Boston, Mass.

Dear Mrs. Summers:

Do you know the Blank "Chiffon Alpaca" sweaters when you see them? They are as feminine as the fluffiest of blouses, yet there is strictly tailored correctness in the shoulder lines and the neat fit of the sleeves, cuffs and color. The seams are sturdy and will hold the crushable, dainty weave in place, indefinitely.

If you haven't seen a "Chiffon Alpaca", you will probably discredit, a little, our statement that they have apparently solved most of the "sweater difficulties".

Unlike the ordinary light yarn sweater, the Chiffon Alpaca has as definite a model as though it were "cut from whole cloth" and hence, a distinction of style in the lines. They are made in four designs --- Coat, Tuxedo, Slipon and Surplice --- in colors varying from Havana brown and black and navy blue to the most delicate pastel shades in shell pink and turquoise.

We have been in business in Boston for sixty-three years, studying the needs and tastes of Boston women --- and it is significant that today we have narrowed our stock down to only "OUTDOOR" apparel.

We have found a great demand for that --- and a very POSITIVE feminine "selective process" has taught us to carry a unique line of specialty goods --- street wear and Summer and Winter sport wear --- in a conservative, distinctive "style of our own" --- which is necessarily, a reflection that the OUTDOOR Boston woman prefers that style.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Sport clothes
for women.*

Mrs. Al. Spector,
221 Madison St.,
Kansas City, Mo.

Dear Mrs. Spector:

The first pleasant days of early Spring bring a lazy longing to every woman's heart --- no matter how she may pretend that Clothes mean nothing to her --- for a new Spring Suit. Isn't it true?

With the assumption that you have probably thought of it, yourself, and have been considering where you could buy most wisely, we write you today with a little information as to what we have to offer you.

If you have always preferred the tailored suit --- keep in mind this name ---

"TOWN AND COUNTRY" KNITTED WOOL WORSTED and when you come in, ask us to show you a sport suit, utility suit, travel, business or street suit in that make. A tailored suit by any other name is not so good. We should be glad to have an opportunity to convert you to that belief. The pockets, belts, buttons and collars all project new features and lend originality to the distinctive simplicity of the lines. The spirit of ACTIVITY is present in their design --- action, circulation, avidity, and the vigor of youth and health.

They are "Outdoor" clothes, made up in serviceable heather mixtures of the new colors, skillfully sewed and finished to a nicety. "Scotspun" Tailored Suits have all the charm of the "homespun", but they are more inclined to keep their shape and resist every pull and stretch.

We are able to offer our suits, this Spring, at what we believe you will pronounce distinctly reasonable prices. Whenever you can --- drop in --- just for the sake of comparison.

Very truly yours,

READY-TO-WEAR SHOP

*An attractive letter
on furs.*

Mrs. W. P. Silver,
475 Montgomery St.,
Utica, N. Y.

Dear Mrs. Silver:

You've probably been thinking about furs, since these first chilly Fall winds have been blowing up snow and cold weather. We've noticed that any number, of the little furry creatures like the coon, the possum, the squirrel and the mole, have been getting on coat collars, lately---I suppose they think it's the best way to keep warm, during the winter.

If you come in to see our Winter Stocks, you'll notice them all over everything---suits, coats, capes, street dresses, evening wraps. And they add, not only to warmth and comfort, but to picturesqueness.

Perhaps you will need an evening dress or coat, for the holiday social season, ahead. You will be fascinated by our rich Brocades---like those Queen Elizabeth used to wear ---our crushable chiffon velvets and crisp taffetas, draped, tucked and shirred in styles to suit every figure; youthful models, cleverly designed for the slender girl---and gowns, called "stunning", with graceful lines, for the mature woman.

And remember---though we can offer you the best and latest in style---finest in quality of material and workmanship---and perfect fit---our prices are sensible---within reason --- moderate. With a little careful management, a wise system of buying and a moderate profit for ourselves, during this time of high cost, we have been able to keep down our level of prices and I believe, hold the good will and confidence of our customers.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

Featuring women's hats but referring also to coats, suits, etc.

Mrs. Margaret Callahan,
230 East 54th St.,
New York City.

Dear Mrs. Callahan:

Haven't you often heard your friends say---half laughing and half truthfully---that their "failings" are hats, shoes and gloves?

It is quite consistent, that women who care for distinctive, harmonious apparel, appropriate and becoming, realize the subtle, often over-looked importance of these three details, the finishing touches to perfection.

And, because people's eyes travel to the face first, always---a HAT should be not ONLY harmonious, but becoming. For a hat frames you---the you that is revealed in your eyes, your smile and your expressions and it ought to reflect and accentuate the virtues and charms that are there---different in every face. Don't you like to see a soft, feathered hat with a sweet, gentle face and a tailored, straight-brimmed hat on the "outdoor" girl with the ruddy color?

It is the spirit of our millinery workrooms and our saleswomen to recognize and develop YOUR individuality in this way---and to do it at sensible and reasonable prices, whether you are seeking a street, semi-dress or sport hat. We offer only pattern hats, unusual and distinctive, and we can promise you faithfully that you will not find duplicates of them in any other shop or department.

Blanks is the OUTDOOR store---the home of sport and conservative street clothes, coats, suits, tailored dresses, blouses, separate skirts, sweaters, furs and hats to be worn "in the open". And now that Spring is here, our doors are wide and our welcome is ready.

Cordially yours,

READY-TO-WEAR SHOP

*Announcing Fashion Promenade
of living models in the Fall styles.*

Mrs. John McNally,
64 E. 58th St.,
New York City.

Dear Mrs. McNally:

Our Grand Opening takes place Thursday, Oct ober 2nd and we are very anxious that you attend and see the many improvements made for your convenience.

Last February the Blank store, as you know, passed into the hands of the present management; and since then, every effort has been made to make this a better place to shop.

Our idea is to make constant improvements, not alone in our stocks of merchandise, but in our methods of selling and in our service throughout the store. Our ambition is to do better for you today than we did yesterday ---and to show you even greater progress tomorrow.

Our Formal Presentation of Fall Styles will take place Thursday, Friday and Saturday, October 2nd, 3rd, and 4th. Twice daily---10.30 to 12 noon and 2.30 to 4.00 o'clock---we will hold Fashion Promenades with living models on the Second Floor.

You will see the season's best at this Style Show ---everything for women, misses, stylish stouts, girls and young boys. You must make it a point to stop in on one of these days.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Invitation to attend
Fete de Printemps.*

Dear Mrs. Clarke:

This letter is sent as a cordial invitation to you to be present at the very beginning of our Fete de Printemps. This annual festival of Spring will begin on March 27th, and will continue for the balance of the week.

We suggest the very beginning of the week advisedly---because, we believe this year the event will be unique---and therefore so genuinely and vitally interesting that you will not want to defer, even for a single day, the pleasure of participating.

First, it is spring again---and what promise that word brings this joyous year of 1918. Dress has come again to the fore, sports again to the fore---and consequently, with the inspiration of a new era of Peace and resumption of the world's industries, an entirely new set of modes has been created, and will be presented in its entirety for the first time at this exhibition.

You will, Mrs. Clarke, see the correct new silhouette, with more than a hint of the Directoire and Tanagra lines; the new hats the smart long-vamp pumps; the new note in strictly tailored dresses. Indeed, whether in suits, coats, frocks, blouses, millinery, shoes, corsets, lingerie or smaller accessories of dress, there are prominent Parisian influences---not merely touches---most refreshingly "different" and original.

But this Fete de Printemps will be more than a fashion show. You will find it a splendid time to provide for the Spring wardrobe most economically and opportunely---for our plans have been laid with the thought that this coming week should give definite expression to the benefits which readjustment brings. And consequently, it will show, in concrete form, how this store may at times be relied upon for the new and the worthy, most reasonably priced.

May we expect you?

Very truly yours,

READY-TO-WEAR SHOP

*Wearing apparel of distinction
and dignity.*

Mrs. Hazel Jacques,
246 Bedford Ave.,
New York City.

Dear Mrs. Jacques:

There's a treat in store for you in our
Springtime Showing.

---Dresses of unusual beauty for
street, evening and afternoon wear---in exclusive
Modes and Fabrics.

---New Spring Suits, Coats, Skirts and
Blouses marked with distinction and dignity.

In fact, Blanks for 1923 reflects the
advance views of the foremost fashion experts.

You'll find that a visit to this store
at this time will be decidedly gratifying to you
in every way.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Spring opening. Come in
and see the new things.*

Mrs. Edwin Finlow,
Mohegan Lake,
New York.

Dear Mrs. Finlow:

SPRING IS HERE!

And---"in the Spring a woman's fancy---turns to SPRING CLOTHES". Now is---the time for you to think of Spring Styles.

Or, stating it briefly---a good time for you to think of the Blank Store, and their Spring Opening.

You'll find us anxious to "just show" you---the newest styles in Dresses, Coats, and Suits---Blouses---Lingerie---and shoes to go with all of them.

We are delighted with this Spring Opening. Come in soon---we are sure YOU will be, too.

Very truly yours,

READY-TO-WEAR SHOP

*An announcement by
a new store.*

Mrs. Anna Haggerty,
Ferndale,
N. Y.

Dear Mrs. Haggerty:

It is with great pride that we introduce to you Blank's, an up-to-date store, soon to be opened, handling exclusively the highest Apparel for Women.

We come into your midst asking only for the privilege of serving you. We feel that we can please you, Mrs. Haggerty, endeavoring to take care of your every want, and to make our store comfortable for you.

We cordially invite you to visit us, and to inspect the many beautiful garments we have to interest you: Suits, Coats, Dresses, Waists, Skirts, Millinery, etc., all carefully chosen for the Well Dressed Woman.

We hope we may soon have the pleasure of serving you, and assure you that your desires and needs will be carefully studied, and your patronage warmly appreciated.

Inspection of our goods will place no obligation upon you, but it will give us great pleasure to show them.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Visit this store when
shopping for presents.*

Mrs. Maude Adams,
1819 Park Ave.,
New York City.

Dear Mrs. Adams:

When shopping for presents be sure to come here and see the many beautiful, appropriate and useful things that have just come in.

We are showing a wide range of suitable gifts:- Furs, Coats, Suits, Dresses, Waists, Skirts and Petticoats ---needful things for present use and for the Winter months ahead.

You'll find the solution of many of your gift perplexities here. Don't wait---come in and look over our stock to your heart's content; you are certainly welcome, whether you make a purchase or not.

With warmest wishes, for a Merry Merry Christmas and a New Year filled with prosperity and happiness, we are

Yours very truly,

READY-TO-WEAR SHOP

*A Thanksgiving letter mentioning
wonderful stocks.*

Mrs. L. K. Swan,
Springfield,
Mass.

Dear Mrs. Swan:

With Thanksgiving and the Holiday season 'round the corner, you probably have been giving thought to your apparel needs for the winter.

Perhaps it is a new winter coat that heads your list. A stunning "wrappy" sort of style with a rich fur collar---that you can snuggle into and keep ever so warm. Or again it may be a Fur Coat or Furs which takes precedence over everything.

Whichever it is we are ready for you. Cabinets upon cabinets full of Winter Coats! A whole section of our main floor devoted exclusively to Furs! A showing, indeed, metropolitan in its scope.

This week, too, is a splendid time to come in, for our November Quarterly Clearance Sale starts Wednesday, and you will find exceptional values and savings throughout all our stocks of high-grade apparel.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Christmas letter suggesting
early shopping.*

Mrs. Robert Mason,
46 Main St.,
Terre Haute, Ind.

Dear Mrs. Mason:

We know how easy it is to forget the resolution everyone makes to do their "Christmas shopping EARLY next year", so we want to remind you of it.

Of course you realize that stocks are fresher and more complete at the beginning of the season than at the last minute. Besides, you get better SERVICE by shopping early in the season AND early in the day.

We have countless suitable gift things this year--- Blouses, Camisoles, Petticoats, Pettibockers and Bloomers of silk jersey---Bath-robes, Breakfast-robes, Kimonas, Negligees and many other beautiful and useful things we have not the space to mention.

Since last year, our business has actually doubled. We believe this due to our Policy of cash buying and cash selling. It stands to reason that by offering a supreme quality of merchandise at lower prices than are usual---we increase our patronage. Our patrons share in our prosperity.

So we suggest that you bring your list to our store at your earliest convenience and you will be surprised to see how quickly and reasonably you can check off each name. Come in SOON.

Sincerely yours,

READY-TO-WEAR SHOP

*A Ready-to-Wear store
as a gift shop.*

Mrs. Albert Gross,
456 East 164th St.,
New York City.

Dear Mrs. Gross:

How busy everyone is---buying things for other people!
It's a generous-hearted old World, after all.

For weeks, we have been turning ourselves inside out, trying to become a Gift Shop on short notice, for this Holiday Season. Then one of our customers said "Why, you are one, already". So we arranged our stock on display, for easy selection and decided to invite our friends in, at once.

First of all, we want you to remember that this is not a Fancy-Priced Shop. Our Ready-to Wear Garments have individuality, because of the personal selection and discrimination of our buyers. We are a Specialty Shop---making a characteristic of Style, Good Quality, and Full Value, but high prices is one of the things we do NOT claim as a specialty. We try to avoid it as much as the cost of running our business will let us.

May we suggest that gifts from our Shop will be at once useful as well as charming? Is there any girl or woman who would not be pleased with a beautiful fur neck-piece, a pretty wool or silk scarf, a striking wool or silk sweater in a becoming color---indeed, any article of Good Quality?

Come in and look to your heart's content. The small remembrance for a friend, and the Bigger Gift for those closest to you will receive the same personal attention from us.

We wish you a very, very Merry Christmas!

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Easter letter extending
invitation to see Spring
Display.*

Mrs. I. Billings,
546 St. Nicholas Ave.,
Meriden, Conn.

Dear Mrs. Billings:

Do you realize that there are just twenty more days until EASTER?

It may be a little too early to extend to you our Season's Greeting---but, frankly, we felt that it might be a welcome suggestion to mention our Spring display of light weight coats, suits and dresses, at the same time---as Easter is the traditional time to think of Spring "Bonnets" and all the good things that go with them. We are writing you early enough---in the hope that you'll drop into our shop---just for a mere TRIAL.

Our policy has always been to keep our stocks fresh and new---ever changing and ever attractive to the modern-minded woman. The old-fashioned merchant often bought up huge quantities at big reductions, with the result that the stock was often stale and out-of-date. Our idea is to buy just far enough ahead to avoid the next jump in prices---and then give YOU the benefit of our foresight---but, at the same time, KEEP our stocks strictly up-to-the-minute---making smaller, but steadier profits.

You may always be SURE that if a purchase is not 100% satisfactory, we will make it right, cheerfully and quickly. These are just a few points in our policy which concern YOU directly.

We wish you a very Happy Easter Day---and success and happiness for the Season.

Cordially yours,

READY-TO-WEAR SHOP

*An out of the way store that
advances this as reason for
better values.*

Mrs. Vincent Flushing,
35 Fulton St.,
Rochester, Minn.

Dear Mrs. Flushing:

Again, the merriest time of the year is fast approaching, and we were never better prepared than we are at present, to assist you in celebrating the season with a complete line of Holiday merchandise. Are you looking for a gift for a member of your own family or a friend? We have what you want in an endless variety.

Our buyers go each season to the same market frequented by the largest stores in the country, and obtain for us a complete assortment of wearing apparel for men, women and children, and things for the Home.

We do not have the heavy expense of doing business incurred by the down-town store; therefore can afford to place our values much less than they. This is the reason why "WE MAKE DOWN-TOWN SHOPPING EXTRAVAGANT."

We are ready for the largest December business we have ever had. We have a great selection of gifts, and an eager and willing force of employees to serve you, and now we want you to come and let us demonstrate how much more you can obtain for your money here than elsewhere. We also urge you to shop early and in the morning. You will find it more pleasant and more profitable, with no crowd to bother you or hurry you.

We extend to you and those near and dear to you the greetings of the season.

Yours for service,

BUILDING RETAIL BUSINESS BY LETTER

*Christmas gift suggestions and
apparel for your own wear.*

Mrs. James Collins,
5678 Third Avenue,
Muncie, Ind.

Dear Mrs. Collins:

December the month of festivities---and the happy perplexities of Christmas Gifts is here. Have you ever heard of a woman who would not welcome a gift of a bit of dainty lingerie or a fine piece of Madeira linen? We are carrying a very unusual and exclusive line of these things---and we have a special display of them for this favored month. Perhaps you will be interested in dropping in just to see them, whether you are looking for Gifts, or not.

And then---something to wear yourself---for the Holiday---blouses, dinner and tea gowns---ruffled, tucked, Shirred and draped into the most bewitching and distinctive models, in lovely colors and quaint, unusual combinations of material---you must come in and see them. You will be delighted.

Someone once said---"Individuality in Dress is knowing the kind of thoughts you think---and WEARING them!" In the Oriental Shop, at this season, you'll find that "something different" which will express your Personality.

It is fascinating to shop here---and a welcome always ready.

Sincerely yours,

READY-TO-WEAR SHOP

*Extending an invitation to
visit store during convention.*

Miss Anna Berg,
345 East 11th Street,
Troy, Ohio.

Dear Miss Berg:

We were recently pleased to hear that the Ohio teachers were again to hold their convention in Troy on August 30.

The convention was so well attended two years ago, and so many of the Delegates paid a visit to our store, that we are happy to extend to you, an invitation to come in and look around, while you are here.

For this occasion we have obtained an especially attractive selection of Fall Styles in Ready-to-Wear Clothes for women and at very exceptional values---we are sure you will be interested in seeing them.

In our Millinery Section on the Fourth Floor, a registration booth has been arranged, and for every delegate who registers, we have provided a SOUVENIR, a compact Signature Blotter and Ruler combined, which you will doubtless find very convenient.

Anticipating the pleasure of entertaining you here at the store, where every convenience has been provided for your comfort, we are

Very respectfully,

BUILDING RETAIL BUSINESS BY LETTER

*Autumn showing
of styles.*

Mrs. Frances Ferguson,
385 W. 36th St.,
Hannibal, Mo.

Dear Mrs. Ferguson:

Autumn, you know has a way of bringing with it a longing---yes, a necessity for a Spick, Span new Suit. Summery frocks and last Spring Suits have outworn their welcome.

Autumn is in the heart and seeks expression in new attire just as leaves break forth in color and the Chrysanthemum opens wide her myriad petals.

If it is a beautiful suit of soft, velvety fabric, richly adorned with Fur or Embroidery that you wish, at Blank's you will find an assortment unexcelled.

Or if a smart Tailleur would better suit your fancy, these, too, are here in abundance in trimmest styles and most fashionable colors. So many handsome modes are now on display, there is certain to be one for every need.

Just stop in when convenient and let us show you some of these new garments. There's never any obligation.

Very truly yours,

READY-TO-WEAR SHOP

*Special purchases for customers
while merchant is in New York.*

Mrs. B. Von Tassel,
Twin Falls,
Idaho.

Dear Mrs. Von Tassel:

Tomorrow I will leave for New York to select our Spring models.

It occurred to me that you might have something special in mind that I could purchase for you while East. If so, I would be glad to hear from you at the address below.

With kindest regards, I am

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*From the store's buyer while in
New York on coming styles for
women.*

Mrs. T. Parisano,
56 Christopher St.,
St. Louis, Mo.

Dear Mrs. Parisano:

For the past three weeks I have been in New York and other Eastern Fashion Centers, looking over the lines of the most exclusive houses, and truly, I don't think I have ever seen a more pleasing array of styles and colors.

I'm feeling in high spirits for I've bought the smartest Coats, Suits, Furs, Dresses and Waists you ever saw. Perhaps I made a mistake in going in too heavy, but these garments so impressed me, that I feel sure they will appeal to everyone of our friends.

Most of these selections have gone forward. In fact, I had word from the store this morning that many of the new things had arrived and were already on display.

I am particularly anxious that you see these new styles real soon, so why not make it a point to stop in at the store tomorrow? I need scarcely mention the Policy of the Blank Store---they're always glad to "just show" you anything in which you are interested.

Sincerely yours,

READY-TO-WEAR SHOP

A letter from New York about purchases of misses' apparel made there.

Miss Emily Little,
1 Main St.,
Detroit, Mich.

Dear Miss Little:

Last year, we determined upon a little plan which, in a way, concerns you. We decided to give MORE attention to the wearing apparel for the smaller Ladies and Misses.

During my stay here in New York, I had this well fixed in mind, and spent much of my time visiting the display rooms of leading firms specializing in Junior and Misses' garments.

The styles were never more charming than this year. I have selected from these exhibitions, garments modeled by the world's up-to-the-minute designers. Among them are the smart, straightline suits and prettily draped capes, smartly tailored daytime frocks of tricotine, serge and Poiret twill, and exquisite blouses of georgette crepe and net revealing many novel innovations.

These garments should be on display at the store within the next few weeks and I am anxious that you stop in the first opportunity. It is the difference in QUALITY, the genius in cutting, that I want you to see in these garments, for I know you will appreciate it.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*A Return from
New York letter.*

Mrs. William Bain,
22 Bank St.,
Trenton, N. J.

Dear Mrs. Bain:

For the past three weeks we have been in New York, buying the most exclusive, yet practical Suits, Capes, Dolmans, Dresses and Waists.

It will be a pleasure to show you the result of our purchases any time after May 6th.

We have secured the exclusive agency of a line of Suits and Coats never before shown in Trenton.

We are also authorized representatives of Blue Bird, Rawah and Burgesse Hats.

Won't you kindly favor us with a visit before you purchase?

Yours respectfully.

READY-TO-WEAR SHOP

*A letter from New York
featuring the season's newest
styles and women's wear.*

Mrs. Jim Cole,
Providence,
Rhode Island.

Dear Mrs. Cole:

After spending some time here visiting leading New York houses, we have been fortunate in securing some wonderful merchandise at surprisingly moderate prices. It has not been an easy matter to secure these goods at such prices, in view of existing market conditions, but we feel that we have just bought the finest collection of suits and coats ever shown -- the season's newest styles.

The coats include styles for motor, sport and general utility wear, and values are remarkable. There is something distinctive about the styles we have selected, something about the cut, fit and nicety of detail, as well as quality of material, that will appeal to every one of the well dressed women of our community, whether it is a tailored suit, coat, waist, dress or hat, that you are interested in.

We are planning to show you daily, new arrivals of beautiful summer dresses in linens, ginghams, organdies, voiles and swisses. The styles this season are the prettiest shown for several years, and mere description could not convey more than a hint of their beauty and smartness. As for judging the values, you must see them yourself.

Stop in at the first opportunity. We are sure you will be delighted with what we have to show you.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Fashion displays announced by
owner of the store while in New
York.*

Mrs. Z. Kimball,
112 Main St.,
Troy, N. Y.

Dear Mrs. Kimball:

Though in this Great City, my thoughts are nevertheless, with Troy and my good friends there. You are also constantly in the thoughts of my corps of buyers, and you may rest assured that the greatest care and judgment is being exercised in the matter of our Fall selections.

Seven department heads are here, exerting every effort in your behalf, and with the assistance of a staff of experts from our permanent New York office, there is nothing that can possibly be done that is not receiving the most exacting attention.

I am frank and pleased to say that you can well anticipate the most extensive showing of high-class merchandise in our store that ability and money can procure.

The showing in our Ready-to-Wear and Millinery Departments will be unusually extensive and the styles distinctive, interesting and correct. I am sending this as a personal invitation to you to visit our departments, inspect the merchandise as it arrives, and note the wonderful creations of our American artists, recently returned from Paris.

The first displays will be ready by the first of next week. Plan to drop into the store about Wednesday.

Cordially yours,

READY-TO-WEAR SHOP

*Buyers during their trip East
made unusual purchases.*

Mrs. K. L. Colt,
345 South 3rd St.,
Glens Hills, N. Y.

Dear Mrs. Colt:

Spring was certainly late in starting this year and, before you know it, summer will follow on the heels of spring.

No doubt you've been thinking of buying a summer dress or two and possibly a coat wrap. This letter is not to urge you to buy anything you don't need or want, but to invite you to see our display, because it is particularly good, right now.

Our buyer spent the last few weeks in New York and purchased some mighty fine apparel for girls and women. You'll no doubt be down town shopping tomorrow or Saturday, and we certainly would like you to visit the new department on the second floor, because we think YOU'D enjoy it!

By the way, you'll find that our blouse and millinery departments have moved down to the main floor---for your convenience, which is always our first consideration.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

A back home letter about purchases made during trip East.

Mrs. Ray Walch,
59 W. Michigan Ave.,
Detroit, Mich.

Dear Mrs. Walch:

It is a delight to be back once more from a visit to America's business metropolis, New York. With me I have brought many new style ideas and a thorough knowledge of existing modes to enable me to answer those perplexing "What shall I wear" problems.

Every number we have selected possesses a certain quality of individuality and refinement that will appeal to your taste. And the prices, too, are exceedingly modest.

The importance we attach to careful selection of exclusive garments has been responsible for little remarks made here and there, "Anything I buy at the Blank's Store, I know I will not see a duplicate elsewhere."

It is this unusual display of confidence on the part of those who come to us season after season, and who with such assurance recommend us to others, which seems to justify us in again inviting you to review a rather exceptional assemblage of Fall apparel.

Please believe that this very cordial invitation is extended quite irrespective of any desire to induce you to purchase, but in the confident belief that you will be genuinely interested in the many new things.

Very sincerely yours,

P. S. We are showing a complete line of high grade furs, and because of the present uncertain market conditions we suggest that you make your selections early.

READY-TO-WEAR SHOP

*A sale by a store whose
every day values are
bargains.*

Mrs. K. L. Davis,
24 Milk St.,
Boston, Mass.

Dear Mrs. Davis:

The last half of January--that is the period set aside for our Big Clearance Sale which will effect our entire stock.

You will marvel at the remarkable values in Suits, Coats, Dresses, Furs, Blouses--and at prices not to be seen again this season.

We believe that you are already convinced that The Values are exceptional values, even at the original markings--and that you will appreciate a reduction on these prices as an opportunity that you don't want to miss!

Be sure to come in. It will be worth your while to keep this time in MIND!

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Semi-Annual Clearance Sale.
Everything included. Nothing
carried over.*

Mrs. Kate Stein,
456 East 162nd St.,
Cleveland, Ohio.

Dear Mrs. Stein:

You are always interested in a good bargain --- aren't you?

Our Semi-Annual Clearance Sale is now in progress, the object of which is to sell all of our present Season's stock.

One of the policies of this store is to carry over no garments from one season to another --- to accomplish this we radically reduce the price of every garment in the store, many of these below their actual cost.

So if you need any wearing apparel you will effect a great saving by purchasing here at this time.

Early selection is decidedly to your advantage.

Yours very truly,

READY-TO-WEAR SHOP

*A January Sale of Coats,
Dresses, Suits, Furs, etc.*

Mrs. Richard Talmadge,
Hollywood,
California.

Dear Mrs. Talmadge:-

Every year after Christmas, we hold a Sale, a sharp reduction on Coats, Dresses, Suits, Skirts, Fur Coats and Fur Pieces --- distinctive women's apparel of the high character for which this store is famous.

The success of this Sale has been shown by the wonderful response always accorded it --- a recognition of the unusual values we offer. People know that it is an opportunity to secure garments of merit from our regular stock of up-to-date styles --- at a FRACTION of their real value!

This year, the Sale opens on Monday, Jan. 3rd --- and we are sending you this personal announcement because we want you to know that the values we can offer this year, are greater than ever before in our history.

I hope you will benefit from it --- and I would advise an early visit while selections are at their best.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Low prices will mark our
Anniversary Sale.*

Mrs. Mary Koenig,
45 West G. St.,
Lima, Ohio.

Dear Mrs. Koenig:

Six years ago, when we opened for business, we decided upon a basis of operation that would give to the people of Lima and vicinity a store that would soon be FAMOUS for VALUES.

That we have succeeded can be seen from our progress and growth, for the store now includes more than 6,600 square feet of floor space, devoted exclusively to Ladies' and Misses' Ready-to-Wear.

We are going to celebrate our Sixth Anniversary by offering fall and winter wearables at prices that will be astoundingly low---so low, in fact that it would pay you to buy several extra garments, even though it is more than you actually need right now!

Watch the newspapers---whenever you see a Brown announcement, you'll know it means dollars and cents for you.

Yours very truly,

READY-TO-WEAR SHOP

*Announcing semi-annual sales
of women's coats and suits.*

Mrs. Rose Romer,
247 W. 192nd St.,
Bronx, New York.

Dear Mrs. Romer:

You are always interested in a good bargain --- aren't you?

Our semi-Annual One Thousand Suit and Coat Campaign and Half Yearly Clear-A-Way is now in progress, the object of which is to sell all of our present Season's stock.

One of the policies of this store is to carry over no garments from one season to another. To accomplish this, we radically reduce the price of every garment in the store, so as to divide the advantages of the sale among our good customers.

Our Women's Coat Salon presents some wonderfully attractive bargains in smartly styled, seasonable Coats for Women, Misses and Children.

With conditions as they are, we are frank to say that a coat purchased at this time at our greatly reduced prices will mean a splendid investment as most of these late styles will be in vogue next season, and the prices will be very much higher.

Every member of your family should attend this great selling event.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Stout clothes with
style to them.*

Mrs. W. H. Johnson,
280 Main St.,
Boston, Mass.

Dear Mrs. Johnson:

Our experience has shown that Stout Clothes, in order to be stylish, must be made by houses that specialize on garments in the larger sizes.

Designing smart models for extra sizes is an art in itself. The ordinary manufacturer cannot fit the average Stout and make the wearer look smaller.

The Fall garments that we are now showing were selected from prominent manufacturers who have made a thorough study of clothes for stout women, and consequently know the requirements of the stout figure.

Many of these garments were designed abroad and reproduced here, so as to be distinctive and fetching. They not only fit perfectly, but actually make the stout women look smaller. You will find as wide a collection of Smart Styles for Stouts as others offer only to the slender.

Please call the first opportunity. You'll be immensely pleased with this splendid line of "Stouts."

Very cordially yours,

READY-TO-WEAR SHOP

Buyers' announcement from New York regarding "Stylish Stouts."

Mrs. Millie Bryan,
Austin,
Texas.

Dear Mrs. Bryan:

While in New York the past three weeks, I visited houses that specialize entirely in garments known in the trade as "Stylish Stouts".

The designers are masters in this art and I went about to select lovely Suits and Dresses in all the most popular materials.

When I have shipped these garments back to Austin, we will be able to give you youthful lines worn by the girl.

We are still the exclusive representatives for Blue Bird, Rawah and Burgeese Hats.

May we hope to show you my selections any time after January 20th?

Yours respectfully,

SECTION VI
MILLINERY

BUILDING RETAIL BUSINESS BY LETTER

*Competent sales clerks in
our millinery department.*

Mrs. Blanche Rafferty,
31 E. 5th St.,
Peoria, Ill.

Dear Mrs. Rafferty:

If you have a secret sort of longing for a glimpse of the new Fall styles in millinery, there's a place where Winter Hats, in silks, satins and velvets, in blending tones and shades, will nod themselves at you alluringly, like lazy poppies on their stalks. Our Fall display in millinery is now open.

People say that the clerks in our hat department have the knack of bringing out the RIGHT hat at the RIGHT time. They are trained, thoughtful women, with a love of their work, and we are very proud of the charming, personal Service they make possible in this department.

I heard one of them express it this way--- "Don't you usually try to put a soft feathery hat on the Mother with a sweet, gentle face---or a youthful, tip-tilted hat on the merry little girl in her teens ---or a Sport hat on the 'outdoor' girl?" A hat ought to blend with your own Personality---and our sales-women have made a specialty of recognizing and developing individuality.

Drop in---"just to look" at the new styles. You will be surprised at our prices, this season. We have made every effort to keep them at a sensible and moderate level.

Sincerely yours,

MILLINERY

*Spring millinery
specially priced.*

Mrs. Mitchell Donnelly,
Kansas City,
Missouri.

Dear Mrs. Donnelly,

You remember we took 20% off our prices last Spring? You recall how it helped to keep down expenses when prices were still soaring? We took a loss and held a sale even before the manufacturers reduced their prices ---not knowing what the future costs would be to us.

We moved quantities of merchandise during this big sale, which gave us buying advantage over other stores for the new season.

Today, as during the famous 20% REDUCTION, we are making sacrifices in order to help you to keep down expenses. We are replacing stocks with new goods bought at lower prices. MORE---the day a manufacturer reduces his line still further, that day we reduce these goods in our store, though it means taking a loss of hundreds of dollars.

To serve you in the best way possible, we have searched the country and selected men and women of known ability as buyers and department heads. Our patrons will be given the services of experts with country wide experience in their respective lines.

Come in any time and see the many surprises we have in store for you.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A Millinery Department where
hats can be tried on without the
 slightest obligation.*

Mrs. Conrad Will,
34 East 15th St.,
Ft. Wayne, Ind.

Dear Mrs. Will:

Burn this in your memory: Here in our alert and obliging Millinery Department you can try on hats to your heart's content, and never feel obliged to buy. We make this a big point. That's because we believe a woman often hesitates to go into a store unless she knows exactly what she wants. She doesn't like to leave without buying.

Not so in this store. It warmly welcomes the hesitating woman. Here you are never urged to buy. Here you are left to decide for yourself. Our salespeople are made to realize THEY THEMSELVES wouldn't buy a hat if it didn't become them. So there's no obligation and no embarrassment when you come here for a try-on--and leave if you don't find what you want.

Our display of Summer millinery is now ready for your inspection. It is truly a splendid collection of cool, summery looking hats, smart, distinctive and original.

There are hats of all types for every occasion. Whether for Summer Resort wear, Outdoor Sports, or for Dress wear, you will find something to suit you here.

Come in. We'll be glad to "just show" them to you.

Very truly yours,

MILLINERY

*A shop where you can
find the hat you want.*

Mrs. Henry Masur,
678 East 64th St.,
Rochester, N. Y.

Dear Mrs. Masur:

There's the very hat for you---one of unique individuality---among the graceful creations in our Millinery Showing.

You might shop for hours, but for scope and exquisiteness you must see this collection, representing the most wonderful originations of world famous artistes---the most beautiful hats shown for many, many seasons.

Among the new colors are the nasturtium shades; Pompeian red, which has a new softness; beaver and beige in new definitions; Royal blue, more beautifully soft than formerly; also tones of cordovan, amber, brown, etc., including the various fur trimmings.

Just stop in the very first opportunity and try on some of these hats in the new colorings. You'll be delighted to find how becoming they are.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*First showing of
Paris Models.*

Mrs. Fred Amos,
Philadelphia,
Pa.

Dear Mrs. Amos:

A first showing of the marvels in Millinery that Paris has produced for the autumn season takes place at Blanks next Tuesday.

Really, it is an exhibit justifying the pride with which we bring this wonderful collection of Hats to the attention of the well dressed women in Blank for it represents the cream of the season's new creation.

The shapes are original and there is an unlimited variety for your choice of the artistic lines best suited to yourself---with softness as a chief characteristic.

The colors and fabrics are extremely lovely and include every conceivable combination, the trimmings, too, are wonderful, the lines very smart indeed, with frequent use of those youthful, drooping lines which create a girlish effect.

But pages of mere description could not convey more than a hint of their beauty. See them, and satisfy yourself that the inspiration of Paris modistes has found a full and fitting expression here.

Very truly yours,

MILLINERY

A smart collection of the latest models on exhibition in the Millinery Salon.

Mrs. Charles Daniels,
456 Eagle Ave.,
Mansfield, Ohio.

Dear Mrs. Daniels:

Many new Hats, rivaling in beauty and smartness their predecessors of the season, have just come out of our workrooms and are now being shown in the Millinery Salon.

Indeed, these Millinery Fashions vie in style interest with the original Paris creations, which are the very source of the Mode.

Hats - small, large and middle-sized; brims that turn smartly up and brims that turn gracefully down. Close-fitting hats that "stay put" without hat pins on even the blowiest day---Hats saucy and flaring, youthful and piquant. All strikingly effective and ultra-modish.

The collection is really worth a visit---won't you come?

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Smart
millinery.*

Mrs. S. M. Jones,
1980 First Ave.,
Wheeling, W. Va.

Dear Mrs. Jones:

For SMART millinery---

You should take time to stop in and see our Wonder Hats at \$5.00, and the DeLuxe Models at \$7.50. We believe you will be genuinely interested.

This season our collection of millinery far surpasses anything we have ever shown.

Never have we had a more complete showing of new and desirable models than at this time. We cordially invite you to come in and see for yourself.

It is never the least trouble to have you try on any number of hats, and we feel confident of being able to please you perfectly.

Suppose you stop in tomorrow or the next day. We'll appreciate your visit.

Cordially yours,

MILLINERY

*This shop will not handle hats
that are mere fads or novelties.*

Mrs. William Crouse,
4567 Third Ave.,
Paris, Texas.

Dear Mrs. Crouse:

Did you ever have the experience of buying a hat---and after wearing it several times, get such a distaste for it that you couldn't bear to wear it again?

That is quite a common experience, and often happens when one mistakes a mere fad or novelty for a really distinctive and becoming style. A Shop of known repute cannot afford to carry models that will be out of style and shape in no time, hats that are poorly made or "trying" in design.

It is the spirit of our workrooms and our saleswomen to bring out INDIVIDUALITY---and do it at sensible and reasonable prices. We offer selected designs of unusual originality ---and you will never find duplicates of them in any other shop or department. Now that SPRING is here---our doors are open and our displays are ready.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Easter display
of millinery.*

Mrs. Milton Ross,
957 Kelly St.,
Pittsburgh, Pa.

Dear Mrs. Ross:

We're ready to show you our Splendid Easter Display of Millinery.

These exquisite creations, many of which are reproductions of very costly importations, are the latest in distinctive millinery fashions---youthful, smart and expressive of the rare genius of the world's best known designers.

There are small, but highly distinctive turbans, new sailor types, and a host of dress shapes trimmed with the newest trimmings.

Come in the very first opportunity. You'll be delighted.

Cordially yours,

MILLINERY

*A wide selection of pretty models
in millinery department.*

Mrs. P. K. O'Brien,
56 East 54th St.,
Cleveland, Ohio.

Dear Mrs. O'Brien:

No matter where you've been going for your Hats, there are several surprises for you in our Millinery Department: A surprise in quality, style, price and service.

Women's hats were never to be found in so wide a profusion of pretty models: So it's worth your while to INVESTIGATE. It's wise to compare.

We take a special pride in our millinery department. Our sole idea is to sell you a model that you will be proud to wear, and which will be admired by your friends.

For a long time we have made a careful study of pleasing individual tastes. We know that you will be more than satisfied with any model you buy here. Put this statement to the test. Come in and try on several of the smart, new, becoming styles which are sure to please you.

Cordially yours,

SECTION VII
C O R S E T S

BUILDING RETAIL BUSINESS BY LETTER

*A corset letter that appeals
to a woman's love of style.*

Mrs. Charles Blatt,
2345 Westchester Avenue,
Pelham, N. Y.

Dear Mrs. Blatt:

Last season, we fitted you to a pair of Blank Corsets which we hope have given you pleasurable satisfaction. The new models have arrived in the Corset Shop and we thought you would like to know about them.

Among these is a corset most carefully designed to give that grace of line and freedom of movement so desired by discriminative women, and which we feel sure will fill your particular requirements.

The Corset Shop which is now on the second floor is well equipped to give you the best service, not only by its modernly equipped fitting rooms (which include also a surgical fitting room), but through the services of expert corsetieres who fit you, knowing all the essentials of correct corseting.

We hope we may have the pleasure of helping you select your new corset this season.

Very truly yours,

CORSETS

*Expert fitters employed to
give best corset service.*

Mrs. Mary L. Sands,
234 Park Avenue,
Orange, N. J.

Dear Mrs. Sands:

As you know, our corset business is big; it has grown wonderfully the past year and we naturally feel proud of it.

We are selling the biggest percentage of corsets sold in the City, corsets that appeal to women who are particular about having their corset both LOOK right and FEEL right.

There are several reasons WHY we are getting the best trade, and in such volume. We are particular to see that your corset is properly fitted by expert fitters, who know the model best adapted to your particular figure, that gives you the proper lines --- camisoles and brassieres of the right kind to go with your corset, giving you that well groomed appearance so much admired. And our prices are lower.

For Sixteen years we have had exclusive sale of "Blank" double front laced corsets, once worn, always worn.

It will be a pleasure to advise at your earliest convenience.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Corset specialists offering
real corset service.*

Mrs. Fred Coghlan,
987 Lexington Avenue,
Batavia, N. Y.

Dear Mrs. Coghlan:

We know YOU appreciate our efforts to give YOU a better CORSET service, better BECAUSE of our being Corset Specialists. We have found during our sixteen years of study WHAT WOMEN really want in corsets, and the proper accessories that give women that "well groomed" appearance that attracts attention wherever you may meet them.

Because of our expert service in fitting only the proper model for YOUR particular figure, and taking the time to see that you are not only going to look right, but have COMFORT and SERVICE as well, does not mean that you have to pay MORE, but rather LESS per year. We have demonstrated this to several THOUSAND women; that is why today we are selling probably fifty percent of all corsets sold in the City (at \$3.50 to \$10.00) as well as many at a lower price.

Our DOUBLE FRONT LACED models in Blanks for which we have had exclusive sale in Batavia for years are in big demand, as many physicians recommend them for female troubles of various kinds, because they give support that is necessary and in the proper way.

We know you will want to have your corset fitted before you select the season's suit or dress, and so we invite you to come in as soon as possible.

Very truly yours,

CORSETS

Corset comfort

First!

Mrs. John Murphy,
3456 Third Avenue,
Newark, N. J.

Dear Mrs. Murphy:

Are you enduring annoying Corset discomforts because you do not realize how easily they can be eliminated by expert advice?

The corset that rides up on the body; the corset that burns the hip bones; the corset that raises the bust when seated and permits the flesh to hang over at the back and so ruins the appearance of the prettiest frock or suit; all these and many other well-known annoyances can be easily remedied.

Our expert corsetieres will be glad to help you, and an interview will place you under no obligation.

Our fitting service is most complete and graduate corsetieres will give you careful, individual attention.

If you do not know the superior style, comfort and wearing service of Blank Corsets, permit us to suggest that you ask to see them. They are the original front-lacing corsets and the perfect expression of modern hygienic corsetry.

We will consider it a privilege to serve you.

Very truly yours,

SECTION VIII
PERSONAL SHOPPING SERVICE

BUILDING RETAIL BUSINESS BY LETTER

*The writer announcing she is
now in charge of the Personal
Shopper Dept.*

Mrs. J. R. Jones,
27 Liberty St.,
Mt. Vernon, N. Y.

Dear Mrs. Jones:

I have come to the Blank Store to act as Personal Shopper for all who are unable to visit the store.

It is my duty, and I am finding it my pleasure, to make your shopping by mail as satisfactory as though you had shopped in person.

Your order will be filled the day it arrives, and will receive my personal attention. I feel sure that you will be pleased with this Service.

If you find at any time that I can be of assistance to you, kindly direct your request to me and I will do my utmost to please you.

Cordially yours,

PERSONAL SHOPPING SERVICE

*Featuring Mail
Order service.*

Mrs. Albert Howard,
271 Broadway,
Boston, Mass.

Dear Mrs. Howard:

Miss Morton advised that we extend our cordial invitation to you, personally, to make use of our Mail Order Service.

It is our Ambition to bring our Service and our Merchandise as close to you as possible. We want to consistently please you---and make all your purchasing by mail as satisfactory as your own personal selection.

We hope to be able to serve you in the near future.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

Write me fully—give me description of yourself, and I'll make the selections personally.

Mrs. Jones,
856 Broadway,
Hartford, Conn.

Dear Mrs. Jones:

Easter suggested New Spring Clothes to so many people in and around Hartford, that I was kept busy every second, filling orders marked "Rush-Special".

Now that the Easter rush is over and the first warm, pleasant days are here---all my efforts and thoughts will be directed to helping you in your Spring and Summer Shopping.

You may send me personal directions---explicit explanations---even descriptions of yourself and what you want---and I will promise to consider them carefully, and try as thoughtfully as you would, to get exactly what you want.

If, for any reason, you are not perfectly satisfied with my selection, you may have the privilege of returning it, and we will either exchange or refund your money.

My department is just for the convenience of those who cannot come to Hartford to shop. I am anxious to be of service to you.

Very truly yours,

PERSONAL SHOPPING SERVICE

*I'll do the shopping for you
if you find it inconvenient to
come in.*

Mrs. Walter Wilson,
118 Fifth Ave.,
Pittsburg, Pa.

Dear Mrs. Wilson:

Now that another turn of the Season is here we just want to bring to your mind again, our Shopping Service.

If you cannot come in for all of your Fall Shopping, you will find it most convenient to make a list of your probable needs and write to me, directly, for suggestions, prices and information. However, if you know exactly what you want, send in an order with detailed instructions---and I will buy and send out your purchases the very day your order arrives.

Please remember, you never have to keep anything you do not like. Within ten days, you may return it to us, for another order or a refund. We prepay the mail charges. So, all in all, our Mail Order Service is less of an expense and more convenient than a trip into our Store.

However, it will always be a pleasure to serve you by mail or in person. If you will kindly direct any request you wish to make, to me, personally, I will take the utmost care to please you.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Follow-up Christmas Suggestion
Book previously mailed.*

Mrs. Eugene Andrews,
111 Jackson Rd.,
Binghamton, N. Y.

Dear Mrs. Andrews:

Only Twenty-one more days until Christmas, and although it may seem a little too early to suggest Christmas Shopping, I want to have plenty of time to take the best possible care of your orders, if I am to help you through the mail.

I know how hard it is to get into Binghamton at this busy season, and I want to assure you that I am ready to give you the benefit of our Gift selections while they are at their best.

A few days ago, we sent you one of our Christmas Suggestion and Memorandum Books, but if you have not received it, please write to me, and I will see that another goes forward to you immediately. This little book contains items and suggestions for both Men and Women---and even hints from our Baby Shop.

We are pleased to announce that this Christmas we will be able to fill orders for appropriate gifts for men, because on July 10th, we opened a Men's Shop in connection with this store. Judging from the orders for gifts for men that we were asked to fill last year and could not, we know that this item of interest will be a welcome announcement.

Jot down your ideas with personal instructions, as to whom each item is for, about what you want to pay, etc., and send them to me. Your purchases will go out, the day I receive your letter, charges prepaid---and if you give me ample time, you will have time to return anything you don't exactly like for either an exchange or a refund.

Very truly yours,

PERSONAL SHOPPING SERVICE

*Writing the boy about
his vacation clothes.*

Master Henry Scott,
64 Webster Ave.,
Boston, Mass.

Dear Henry:

Marble season! How many have you lost so far? It's getting to be the kind of weather that makes the sidewalks hot and you roll up your coat and sit on it, while you watch the other fellow lose his agates.

During your Mother's Housecleaning she probably found your last Summer duds are all outgrown. Sure as you live, you'll have to be buying some more of the bloomin' things! You'd better be thinking just what you want---and when you are ready for them---you'll find a whole new stock of khaki and Cool Summer Suits---the kind of clothes you want for your vacation.

If you wore our clothes during the past season, you know that our guarantee spoke the truth about the long wearing qualities of our clothes, and the way they maintain their shape and good looks. Now that your longest and most glorious Vacation is near, we hope you'll be stopping in often, to see us.

Remember, Henry, because you come in you do not have to buy.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Parents if too busy can send
their children to our Personal
Shopping Bureaus.*

Mrs. J. R. Johnson,
476 Main St.,
Springfield, Mass.

Dear Mrs. Johnson:

Now that vacation is at hand---we announce a new feature, recently added to our Personal Shopping Bureau.

It is a "Children's Shopping Service".

When parents are too busy to shop for themselves it is just as easy to send their children, instead---and get all the benefits of our Personal Shopping Supervision.

The order blanks enclosed are the keys to this special service.

Just fill out one of them, and direct the youngster's footsteps toward Blank's---and the Personal Shopping Bureau on the Second Floor will do the rest.

Although this service was created to help parents, primarily, it will be a benefit and a pleasure to children who are not yet old enough to shop for themselves, but who enjoy making the trip to the store alone.

Yours very truly,

PERSONAL SHOPPING SERVICE

*A mail-order letter enclosing
list of gift suggestions.*

Mrs. Hattie Hoods,
977 Simson St.,
Harrisburg, Pa.

Dear Mrs. Hoods:

You will probably greatly enjoy a trip to our store at this time as it is replete with the most attractive Gift things, for persons of all tastes.

In case such a visit is inconvenient you may wish to take advantage of our personal shopping service. We are enclosing a list of Gift suggestions and prices. Why not check the list and return it at once.

The orders received in the morning, will be shipped on the same day, or we will make the selection and send the gift direct to the recipient, if you so desire.

Remember that I am most interested in pleasing you and will do anything in my power to help you at this busy time.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Gifts arranged for quick selection.
Mail orders on approval.*

Mrs. Kate Meylach,
1442 79th St.,
Bensonhurst, N. Y.

Dear Mrs. Meylach:

Calling Christmas Shopping a "perplexing problem" is really a mistake. It's the pleasantest of all duties for those who shop here.

We've put an element of "human interest" into Christmas merchandise---assembled gifts that really serve and please---arranged them for quick and easy choosing.

No matter how difficult the completion of your gift list may SEEM, it isn't difficult at all ---that is easily demonstrated when you come here.

This letter's purpose is to direct your attention to our readiness with all those things that keep the Christmas Spirit alive.

Yours very truly,

P. S. You are as near The Big White Store as your nearest mail box. Test our efficient Mail Order Department. Satisfaction guaranteed, or money refunded.

PERSONAL SHOPPING SERVICE

Private lines enable out-of-town customers to 'phone their requirements without additional charge.

Mrs. M. Callahan,
345 E. 5th St.,
Centralia, Ill.

Dear Mrs. Callahan:

A visit to this store and inspection of our merchandise would be of advantage to you. By adherence to our policy of satisfaction to every patron, this store now stands in a unique position serving this great middle west--

A private telephone line makes it possible, for our out-of-town patrons to communicate with all departments of the store without the annoyance and additional expense of telephone toll, while our daily delivery gives assurance of prompt receipt of your order.

If you desire that your order be given special attention, ask for the Personal Shopping Service and selections will be made as discriminately as though you shopped in person.

Respectfully,

BUILDING RETAIL BUSINESS BY LETTER

*For convenience of patrons a
“shoppers’ Aid Department”
has been established.*

Mrs. L. M. McDonald,
987 Bryant Avenue,
Peoria, Ill.

Dear Mrs. McDonald:

How regrettable it is when you stop to think of the time and trouble saving inventions that are in use today and how little we sometimes avail ourselves of their use.

With the thought in mind of such service, we long ago invented a Shoppers Aid Department, in the direct charge of Miss Blank who has been with us for a great many years.

It is possible to talk to Miss Blank by Telephone and if it is your desire, she personally will do your shopping for you, seeking such merchandise as you may desire, sending it for your approval and selection.

If this service appeals to you, please do not hesitate to use it, and please bear in mind that mail orders that you may send us will be given very careful attention. Try it.

Cordially yours,

SECTION IX
CHILDREN'S APPAREL

BUILDING RETAIL BUSINESS BY LETTER

*A complete store
for children.*

Mrs. L. M. Franke,
234 Longwood Avenue,
Cairo, Ill.

Dear Mrs. Franke:

We are writing this letter to announce that Blank is a Children's Store. Here the requirements of Youth have been given unusual consideration.

Our Toy Department does not spring into existence at Holiday time and then vanish. Although the stock is greatly augmented at that season, to meet the increased demand, you will find a well maintained and equipped Toy Dept. all the year round.

Special departments serve the needs of the Juniors in Wearing Apparel. In the Boys' Department complete outfit may be obtained---suits, overcoats, hats and all accessories as well as clothes to play in. In the Girls' Department, will be found the garments that all girls delight in. Here may be selected those sprightly garments which will enhance her youthful charm. Mothers and daughters appreciate the smartness and girlishness of the frocks displayed. And did you know that we handle complete Scout Equipments for both boys and girls?

An added feature is the Children's playground on the Fifth Floor, where you may leave your children in charge of a competent attendant, while shopping.

Very truly yours,

CHILDREN'S APPAREL

*Children's department
a store in itself.*

Mrs. C. D. Green,
423 E. 6th St.,
Lynn, Mass.

Dear Mrs. Green:

Have you ever visited our Children's Department? It's a little world of its own - a world of daintiness, bright colors and quaint styles - everything so very fresh and clean - created to please and delight Mothers.

Lovely COLOR reigns supreme in this department, and everyone bows down to it as the very special privilege children have, soft pinks and blues, cheerful yellows, bright prints and plaids and whimsical embroideries in mingling shades.

You will enjoy looking at the little garments and soft down quilts, attractive slumber pillows and the many things that complete a Baby's toilet. Then there is everything for little girls from a school pinafore to that first "party dress" for the sixteen year old---and all with an eye to those "practical" points which the Mother must consider---"Do they launder well"--"Are they well-made and durable"--"Will they be in style next season"? Conservative DEPENDABILITY is the key-note in this department.

You are always welcome, whether you come to buy or just to "look" around, and get ideas. We would be very glad to be of service to you.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Summer apparel for
the children.*

Mrs. E. C. Spear,
200 Main St.,
Lynn, Mass.

Dear Mrs. Spear:

During the very hot months of July and August, children need more clothes than at other times. Nothing will keep them as cool as fresh dresses and undergarments.

We have many comfortable things that will make your children happy and contented no matter how hot the weather. Proper clothing is almost as important as proper food.

For the mornings we have attractive, quaint dresses of gingham, print and calico for girls from six to sixteen and for the smaller children we have little rompers made of thin materials---just the thing to play in.

For afternoon wear we have a lovely assortment of fresh, crisp organdies, dotted swiss and voiles---made with tucks, ruffles and laces into bewitching frocks and becoming hats of fine straw for the young girl---and sweet, soft little dresses, and cool dainty bonnets for the smaller children.

Won't you stop in some day when you are passing by? Our saleswomen never weary of showing you our stock---it is a pleasure to display such lovely things before appreciative mothers, whether they buy or not.

Cordially yours,

CHILDREN'S APPAREL

*Clothes for
graduation.*

Miss Helen Bandel,
345 East 115th St.,
New York City.

Dear Miss Bandel:

Graduation day is a REAL event.

For little affairs, for dancing school, before and after the important occasion, as well as on this day which marks a milestone in every girl's life, a becoming new frock is indispensable.

Indeed the occasion for this letter is not alone to congratulate you, but to remind you that we are ready with interesting stocks, including not only pretty frocks, but silk stockings, shoes - in fact all accessories of dress, including many articles at moderate prices.

You will naturally be taking more and more interest now in dress and in "style". We want you to learn, by your own experience, of this store's endeavors to be first always with the new; to be certain always of reliability; to feature those original, "different" things in which young girls delight - yet to be sure always that they are correct, smart and fairly priced, never "freaky" or extravagant.

In other words, we want you to learn that this store is progressive and is possessed of a sympathetic understanding of youthful needs and desires.

We hope you will call upon us whenever we may serve you in any way. Won't you come in to see the pretty things for yourself; and note particularly the personal, intelligent, interested service given you by every one of our salespeople?

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*A letter to mothers about
apparel for children.*

Mrs. K. L. Forrest,
897 Southern Boulevard,
Toledo, Ohio.

Dear Mrs. Forrest:

We have always endeavored to make "The Children's Shop" a household word among the families of Toledo.

We have everything for children of all ages, from the daintiest hand-made Baby dresses and sturdy "Play Clothes", to the fluffiest frock for the first evening party. For all little people under fourteen, we have Furs in a quaint originality of styles and a variety of skins. Big sisters will, no doubt, be interested in the charming frocks, plaid skirts and smart-looking coats we are now showing.

We also handle a complete stock of Infants' clothing, Boys' and Girls' shoes, underwear, hosiery, hats, knit goods, sweaters and gloves---also sweaters and gloves for Misses and small Women.

Frankly, your children could have no better place to learn to spend and save money, than at this store, where the things you buy can't be duplicated in Quality, Style or Price. If you know of a Mother of Children who would be interested in our Service we would be glad to have you send us her name and address.

When you come in, mention that it is in reply to our letter of invitation; we shall appreciate it. May we expect you in very soon?

Yours very truly,

CHILDREN'S APPAREL

*Children's store—sale
affording unusual values.*

Mrs. Kate Collins,
234 Prospect Avenue,
New York City.

Dear Mrs. Collins:

That child of yours---

You wouldn't take thousands for that child, I know and probably, before you are done, you will have spent a good many thousand, for children are "dear" in more ways than one.

It's our policy to SAVE for our customers on their children's expenses instead of helping them SPEND more than necessary. During January, we hold a big Clearance Sale, offering exceptional concessions on everything, from Baby things to smart styles for the girl or small woman. It's a good chance to "stock up" for the year and save a BIG SUM, all in all.

This 1921 Sale is unusual, because our reductions have been very severe in order to bring stocks back to sound levels. Also, we have been fortunate in obtaining many special lots of high grade merchandise from manufacturers and jobbers who were likewise anxious to put prices on a staple foundation---sacrificing without reserve, not only their profits, but taking big losses.

We have devoted much time and care to working out this big money saving event for you---and suggest early selections while assortments are at their best.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Christmas letter. Invitation
to bring children to see toys.*

Mrs. J. B. Henderson,
115 Kenyon St.,
Syracuse, N. Y.

Dear Mrs. Henderson:

Christmas! The Children's time, with all its surprises---is just around the corner!

In the Toy Department at either our First Street or Main Street shops you will find a gift to fulfill the dreams of the most imaginative child. Drums for the noisy little boys; games for the quiet ones. Dolls that look ALIVE, and miniature household equipment that will delight the souls of the little mothers of the future. Bring your children in and find out from Santa Claus what they want for Christmas. He has his many, many toys here from which to make their choice.

For a gift for the little new baby, come to our Infant's Department, where you will find soft warm carriage robes, little cosy wraps and bonnets---sweater coats, wide wool scarfs or scarf sets, gloves, shoes and wooly teddy bear suits---all make wonderfully practical gifts---inexpensive presents which will please any Mother.

Come in and get the Christmas Spirit---and bring the Children!

Yours very truly,

CHILDREN'S APPAREL

*Directed to the child's mother
about infant's wear.*

Mrs. B. T. Harris,
500 Main St.,
Lynn, Mass.

Dear Mrs. Harris:

Every woman likes to have her child look as well as, if not better than, any other child in the world. If you shop here, you will find the very things you want, and at reasonable prices.

We have everything from the daintiest dress for the smallest baby and the fluffiest Summer frock of the young girl, to the sturdiest play clothes for these hot summer vacation days. You will be delighted with these lovely things---and it is so comforting to find things with a touch of individuality and charm---within your means.

We believe that children, as a rule, look better in simple clothes---and there is the added advantage of economy. You will find such clothing here. But the more fanciful styles, full of originality and unusual little touches, are also included. I'm sure that you will find our selections in very good taste, the variety extensive and the department as a whole the finest you can find.

Cordially yours,

SECTION X
TRADE AT HOME

BUILDING RETAIL BUSINESS BY LETTER

"Trade at Home" series.

Letter No. 1.

Mrs. J. K. Mansfield,
19 Randall St.,
Woonsocket, R. I.

Dear Mrs. Mansfield:

Perhaps you are one of the many contented residents of this much-loved little town who do the bulk of their shopping in Providence --- and buy their hairpins in Woonsocket.

If so, you are only natural. There's an old-fashioned belief that a woman of any taste can't find what she wants in a "small town department store". It started years ago, when that was really true.

Today, there is enough demand for more individual and exclusive styles, in Woonsocket, to keep alive a shop equal to the best in Providence or Boston. But there aren't quite enough people in town who realize this possibility to make any great extension practical, as yet.

However, Mrs. Mansfield, you and your friends can make it possible for Blank & Blank to be uniquely satisfactory in this respect --- and that is what we are trying every day to become. Think about it.

Sincerely yours,

TRADE AT HOME

✓
"Trade at Home" series.

Letter No. 2.

Mrs. J. K. Thomas,
179 River Road,
Woonsocket, R. I.

Dear Mrs. Thomas:

Just outside of New York, there is a town that people call "ideal", because it is "rural" and yet as convenient as a little city.

The women go into New York to the theatre, to luncheon, to meet friends --- but when they shop there is a shop in the "village" that they always "come back to", Mrs. Thomas. It is noted for its selections, its authoritative quality and its courteous clerks who "remember what you like".

There is a shop like that in every town, Mrs. Thomas, if it is only discovered and encouraged. The owner of this "ideal" shop got people's attention by announcing that he bought his things with all care in New York and went to the expense of bringing them to the village --- and unless he could be sure of a certain percent of the town trade, he would have to take his business elsewhere.

We can't all be as high-handed about it as he was. But a store is like a human being --- the more attention we get, the more pride we will take in ourselves. Every bit of support we get from you puts us that much more in a position to equal the big city standard.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

"Trade at Home" series.

Letter No. 3.

Mrs. P. Kent Anderson,
19 Olive St.,
Woonsocket, R. I.

Dear Mrs. Anderson:

It's a very old, well-worn argument that Woonsocket will never progress, grow or be much more than a commercial parasite on Providence until Woonsocket people trade at home.

But an old argument is never DEAD, Mrs. Anderson, until it isn't true any more.

There are a good many loyal Woonsocket citizens who continue to talk it --- probably the merchants the loudest --- yes. They are in business for something beside the love of the home town, by necessity --- but you know that we are working for Woonsocket, too, or we would have picked up and moved into the city, long ago. We would much prefer to bring the so-called "advantages" of the city here, in the matter of a high standard of style and value, of variety and originality. And that is an entirely possible thing to do!

Many people have discovered that it is no longer a sacrifice to give some of their trade to Woonsocket, as is providing a stock in every way up to the city standard. Have you?

Sincerely yours,

TRADE AT HOME

"Trade at Home" series.

Letter No. 4.

Mrs. Ralph K. Dixon,
21 Amboy St.,
Woonsocket, R. I.

Dear Mrs. Dixon:

"Surely," you've said to yourself, "I would gladly buy my clothes in Woonsocket, if I could only find what I want, here!"

No doubt, in the past, you tried and found that you could not. So that is why you often take the long trip into Providence, spend the day that might have been devoted to pleasure, shopping --- and come home with a charming dress or suit, quite satisfied --- not aware that we bought some of our Fall stock from the same source exactly and have models of quite identical quality and originality.

It is a fact, Mrs. Dixon --- for you know that Woonsocket is large enough and "metropolitan" enough, these days, to have its own exclusive shop, without being dependent on any other source. If Woonsocket women continue to encourage the start we have made in that direction, it will be possible for us to extend constantly in variety and selection. This, indeed, I will guarantee to do, in return for your kind patronage.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

"*Trade at Home*" series.

Letter No. 5.

Mrs. Chas. Welborne,
193 Bryant Ave.,
Woonsocket, R. I.

Dear Mrs. Welborne:

During a recent visit to New York, buying for Blanks, I had a conversation with a big wholesale dealer that Mr. Jones wanted me to repeat to you. It may be of interest to you.

"How many wholesale houses have you visited since you came?" he asked me. I told him---ten or twelve.

He laughed and said, "Just as I suspected. I'll have to offer you my BEST, won't I. You must know the market pretty well, now, I've noticed that it's the man from the town of 30,000 or less who is most careful what he buys and how much he pays for it. The city buyers aren't such good bargain hunters---probably because they usually have a little more money to spend. That's just human nature!"

This means three things to you, Mrs. Welborne, ---that we actually DO buy from the same sources as the city stores---that our selections are often made with MORE care---and that our values are really better, on the whole. This isn't theory---it is my own personal observation. I sincerely hope you will see the Fall stock I just sent in---for the "proof of the pudding is in the eating."

Very truly yours,

TRADE AT HOME

"Trade at Home" series.
Letter No. 6.

Mrs. Philip Ross Bernham,
17 Park Place,
Woonsocket, R. I.

Dear Mrs. Bernham:

In one of my previous letters to you, I mentioned a difference in prices at Blanks and in the cities. Since then, I have spent some time making a comparison for you, just to be sure I was right. What I discovered, Mrs. Bernham, made me very anxious to write this letter to you.

On certain national products, we quote the standard prices of course. On others, wherever the prices depend on the percent of profit the merchant has to figure on, ours are, in the majority of cases, LOWER. In no instances, higher!

City merchants, as you know, have far greater expenses and higher rents. Their volume of profit has to be larger to cover that, to say nothing of the net incomes to the members of their larger firms.

This fact, of course, will not interest you unless you know, as well, that the things we carry come from the same sources and are quite parallel to those in the city stores --- which, having told you, we can do no more until you find out for yourself.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

"Trade at Home" series.

Letter No. 7.

Mrs. Maynard Bell,
67 Polk St.,
Woonsocket, R. I.

Dear Mrs. Bell:

There is a bit of Winter in the air, these days --- and a restless little desire for a new Fall suit, in your mind, isn't there?

From long habit, you'll perhaps be planning a trip in to Providence or Boston, to "look around" before very long.

I should like very much to come to you in person and say --- "Why not try FIRST this year, Mrs. Bell? You might form a new habit that you would like to have!"

The reason I suggest it is that I am so very sure you could find exactly what you want, among the new distinctive styles that our New York buyer has just sent in. Give one of them a sporting chance to appear in Woonsocket on the right person --- and there will be another walking argument for "trading at home!"

My suggestion is --- not that you buy from --- Simply that you INCLUDE us in your Fall shopping.

Cordially yours,

TRADE AT HOME

Clothes carried in the larger cities to be found in this store.

Mrs. William Farnum,
117 Forest Ave.,
Lexington, Ky.

Dear Mrs. Farnum:

You'll appreciate the fact that clothes are really an indication of a woman's taste.

With true appreciation of the art in dress and an ability to distinguish between mere whims of fashion and the real modes destined to reign undisputed throughout the season, we have assembled for your approval, the most desirable of the new Spring Frocks, Suits, Coats and other Spring essentials. You may accept these displays as authoritative guides to smart and distinctive wardrobes.

Aside from presenting apparel values of striking character they offer the fashionable woman a wealth of inspiration and help.

Why spend your time going into Louisville or Indianapolis, when you can come to Blankville so quickly? We are sure you will be agreeably surprised at our very distinctive selections.

May we expect you in during one of your leisure afternoons? Thank you.

Cordially yours,

SECTION XI
INSTALLMENT BUSINESS

BUILDING RETAIL BUSINESS BY LETTER

*"Preferred Customers' Ledger"—
another way of saying "installment
plan."*

Mrs. E. L. Jackson,
510 Hastings St.,
Detroit, Mich.

Dear Mrs. Jackson:

You haven't used your account with us for a long time, and we miss you.

Perhaps you do not know, but after your last purchase, when we saw how promptly you paid your account we put your name in our "Preferred Customers Ledger", which means that the next time you come in you will not have to go through any formalities--just tell the salesman you have a "Preferred Customer's" account and there will be no question asked.

We shall always feel that the obligation is entirely on our side and not the least on yours. We won't feel that our credit department is complete without a purchase going through now and then which bears YOUR NAME. This store is just like an individual---it has a fine pride in its associates. These associates are its customers.

We trust that you will soon decide that the service, merchandise and accommodation we offer are worthy at least of your early investigation. Why not stop in during the week?

Very truly yours,

INSTALLMENT BUSINESS

Quality apparel on deferred payment plan.

Mrs. Donald Gardner,
456 South 3rd St.,
Batavia, N. Y.

Dear Mrs. Gardner:

No matter where you've been buying clothes for yourself or your family, this shop has Three Surprises for you, this Spring.

First - a surprise that you CAN find good quality clothing - just as good as you used to find before prices went so high and values so low.

Secondly - a surprise that you can make your payments, taking as long as you think necessary.

Thirdly - a surprise in the attractiveness and exclusiveness of Style in the garments we carry. So it's worth your while to INVESTIGATE.

Many of the best, most conservative people of this community are taking advantage of our weekly payment system, especially now, during this period of high costs and this is why:- People who have always worn clothing of the best Quality---fine materials, beautifully cut and sewed, KNOW that it isn't economy in the end to buy the cheap article---though it seems to be a saving AT THE TIME, because you aren't paying out a big cash sum. So, in order not to sacrifice QUALITY they use their good credit, on our installment basis. We believe this plan will appeal to you, for these reasons.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Everything for the family on
"installment plan" basis.*

Mr. Jack Green,
456 Fort Wadsworth Ave.,
Portland, Me.

Dear Mr. Green:

Since last Spring, Clothing costs have gone up 100%---and most men's incomes have NOT.

So, though you have never bought your clothes on the installment plan before, there are a good many strong arguments for it, this season, aren't there?

It's mighty hard to pay out a lot of money in one big lump sum, when your whole family discovers their new Spring needs all at the same time. Yet you know that it is a grave mistake and not economy in the end, to sacrifice the Better Quality, in materials and workmanship, that you used to insist upon.

Your credit is good with us. We are glad to extend the privilege of weekly payments, as a special arrangement during this period of high prices, as long as it lasts. We advise you to stick to your old standards and requirements of QUALITY, and make use of your own good CREDIT---which is not, in any sense of the word "debt", but simply "reward of merit", a recognition of your good business standing.

We can supply your whole family with the very best Quality Clothing, this season, under guarantee, and we hope that our plan of meeting these difficult price conditions will meet with your favor.

Very truly yours,

INSTALLMENT BUSINESS

Overcoming any prejudice toward the "installment plan."

Mr. William McCarthy,
3456 Second St.,
Springfield, Mass.

Dear Mr. McCarthy:

Any man on earth may feel proud when he is offered credit - it is a courteous recognition of his good, honest business standing. The whole world's business is done on credit---the greatest and strongest nations are the greatest "borrowers"---because it is the most convenient and EFFICIENT way of trading.

Personal credit is coming more and more into use every day. The old idea of the "installment plan" is in good repute. In this period of high costs spreading payment over a longer period is perfectly sensible and legitimate, sometimes absolutely necessary. To pay cash means a bigger sacrifice all at once---and usually that means you have to get a cheaper article which isn't economy in the end. To pay "on credit", buy the BEST and get long wear, pleasure and satisfaction out of your purchase, is the wisest plan.

We have a "Fair & Square" weekly payment plan, and we invite you to make use of it, for your own purchases and those of your whole family. We maintain and guarantee a certain standard of style and quality, yet our prices are no higher than the same grade will cost elsewhere. Hence, we offer you a banking and a clothing Service in one---we loan you money "without interest" and we provide you with the Quality of Clothing you have always worn.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Women's apparel on
weekly payment plan.*

Mrs. L. M. Slade,
58 Elm St.,
Springfield, Mass.

Dear Mrs. Slade:

Good clothes, you'll agree, appeal to everyone---even those who appear unconcerned about Good Dress. It's a duty, and a pleasant one, to be well dressed. There's nothing that will give one more satisfaction than to wear something that is distinctive, appropriate and becoming.

You will be needing some Spring Clothes---BUT, while prices have been going up, most people's incomes have NOT. When you try to buy your clothes---or induce your family to buy theirs, at the price you all used to pay, you'll find that the same Quality isn't there, any more.

So---we have made you our weekly payment offer, to help you meet these Spring demands that come all at the same time---and to help you "STICK TO QUALITY"---which means economy, in the end.

This Spring we're showing Suits, Dresses and Summer Frocks for the woman or girl who appreciates correct style---dainty frocks for the girls---sturdy suits for the boys and the latest patterns for the man. There is everything the whole Family needs, at's---and at prices no higher than the same grade can be purchased in a cash store. Our guarantee goes with each sale---and it is backed up by a quarter of a century of Honest Dealing and a reputation for "Fair & Square" Play.

Sincerely yours,

INSTALLMENT BUSINESS

*Why installment house must carry
only the very best merchandise.*

Mr. J. B. Jaffey,
Springfield,
Mass.

Dear Mr. Jaffey:

Did it ever occur to you that a house selling on a credit basis is COMPELLED to carry the best possible values?

Well, that is absolutely true. Because payment is made on the installment plan, the buyer is coming into the store frequently and certainly, if the suit he bought isn't "standing up", holding its shape and wearing, would he continue to pay for it? No, he would NOT.

For twenty-five years, we have been selling on a credit basis to the families of Springfield giving our guarantee of Satisfaction with every single purchase, making "Fair & Square", happy-all-around settlements when any flaws occurred--and we still have, on our books, names of any number of customers who did business with us in the beginning. That's why we feel justified in inviting your confidence in us, your trade with us.

This new credit system of ours, the weekly payment plan, is convenient and has proved satisfactory to thousands. So, when you need new clothes, and want the best quality and style, remember our offer and drop in, just to "see what you can see".

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

Payments can be spread over period of several months.

Mrs. J. P. Brown,
11 Court St.,
Aurora, Ill.

Dear Mrs. Brown:

How many times, this Spring, have you looked longingly at a certain neatly tailored serge suit or dainty frock---THEN looked hesitatingly at the price tag and SIGHED?

You can't afford to pay out from \$40.00 to \$60.00 for a single piece of wearing apparel, out of ONE month's allowance for expenses. And there aren't many incomes that will stand it. It is almost a temptation to just BUY that suit or dress, careless of how you're going to pay for it---just GET it because you WANT it.

But we have made arrangements for you to do the next best thing. At Blank's you can say to the clerk---"I want this suit, and I want to pay for it over a period of two, perhaps four months. I'll drop in, once a week, and pay as much on it as I feel I can". And your request will be granted.

In that way you can get the enjoyment and wear out of your purchase WHEN you need it most, and you can afford to get the BEST QUALITY. This plan will simplify your whole family expense budget, if you will remember, when you shop, that we have clothing for children and men, as well as for you.

Very truly yours,

SECTION XII
INACTIVE ACCOUNTS

BUILDING RETAIL BUSINESS BY LETTER

*A third follow-up on
Inactive Accounts.*

Mrs. J. K. Henderson,
111 Main St.,
Buffalo, N. Y.

Dear Mrs. Henderson:

You see, we are a bit persistent. We've written you two other letters, inviting you to renew your trade and revive your account with us. We want to see your name on our books once more. It will seem like old times.

But, we assure you that the feeling that you are again a patron with an account will be worth more than any purchase you may make. The merchandising business isn't all cold dealing and dollars---there's a certain amount of sentiment in it, too. Every conscientious merchant takes a genuine pride in holding his trade.

We always took pride in the fact that you had an account here; therefore, this special effort on our part to retain you as a patron.

Since last time you were here, we have added many new lines of merchandise---fresh goods, new styles---and we are sure that there are many surprises in store for you. As always, you will find our prices the lowest consistent with honest values.

This is the third time we have written you, not to be annoying, but simply to show you beyond any doubt that we have appreciated your patronage in the past and are anxious to number you again among the many friends whom we are endeavoring to serve conscientiously and with every courtesy at our command.

Very truly yours,

INACTIVE ACCOUNTS

*Inactive Account letter
stressing values.*

Mrs. Howard Jackson,
111 Main St.,
Boston, Mass.

Dear Mrs. Jackson:

"What is wrong with our service that this customer should leave us?"

That's what we've been asking ourselves since we looked over our books and found that, for some time past, your name, Mrs. Jackson, has been ---numbered among the missing.

If the cause of your absence is some dissatisfaction with us---some instance in which we fall short---"whatsoever it may be" I want to know it. I will consider a conference with you on this matter a personal favor to me.

If there is no other cause than a "lull" in your buying during a period of difficult market conditions---we will be glad to welcome you back with the BETTER VALUES we are now able to offer you---values that will remind you of the days before the War.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Use your "charge again"
and more often.*

Mrs. George Johnson,
686 St. Johns Ave.,
Evanston, Ill.

Dear Madam:

We don't like to bother you one bit but we feel that you are not taking advantage of the best things in life by not using your charge account with us.

Today the Blank Store stands alone as one of Evanston's greatest Factors in supplying the needs of thousands of people in and surrounding this great metropolis.

The reason is clear---our stocks are so broad and extensive, so up-to-the-minute in style and so reasonably priced that few people fail to watch our advertisements and always drop in to Blanks when they are down town.

There are so many things in a big store like this that it would take almost a whole newspaper to tell about them.

So we appeal to you again to visit us the next time you are down town---your account is still open, and we are always glad to serve you.

Yours very truly,

INACTIVE ACCOUNTS

*Surprised to write you have
not been as good a customer
as formerly.*

Mrs. Jean Howard,
245 Sixth Ave.,
Bridgeport, Conn.

Dear Mrs. Howard:

In looking through our customers' accounts today, we were surprised to note that your account had not recently been so active as formerly.

We hope this is through no fault of ours, but if it is, we would like to know it and if possible straighten the trouble out. If our merchandise or service have failed to prove satisfactory or you have been unable to find the goods you wanted in our store, we would appreciate your telling us of our short comings, so that we may correct them in the future.

There is one thing we feel we can say without fear of contradiction regarding our store and that is this---ALWAYS RELIABLE---and with market conditions as they are at present it seems to us that this is very important indeed.

We also believe you will find our store more attractive and comfortable to shop in than ever, as we have made many improvements recently including a new lighting system and noiseless compressed air cash system.

Just now we are offering many special values in linen suits, wash skirts, summer waists, cool, sensible corsets and silk underwear, and we will be delighted to serve you either in these lines or in any other that may meet your requirements.

May we hope to have the pleasure of serving you more often in the immediate future?

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*A follow-up on a previous
inactive account letter.*

Mr. J. R. Henderson,
111 Main St.,
Troy, N. Y.

Dear Mr. Henderson:

We note the still further lapse of time since we had the pleasure of charging merchandise to your account, and, not having received a reply to our letter of Jan. 7th, we wish to be sure that we have done everything we can do to adjust any error or investigate any failure on our part to give you perfectly satisfactory service.

Of course you realize we cannot get at the bottom of any individual cause for complaint unless the customer tells us about it, and so we write again, hoping you will advise us whether the discontinuance of your purchases is due to any fault of the store or its employees.

If we seem to be persistent, pardon us; but so anxious are we to serve every customer well, that we believe a letter from you may open the way for adjustments or explanations, and a renewal of pleasant business relations between us.

Naturally, however, we should be still more pleased to learn that nothing is amiss, that you are among the great majority who are entirely satisfied with our goods and service, and that we may expect you to come to us when you need the kinds of merchandise in which this Store excels.

Yours very truly,

INACTIVE ACCOUNTS

Attempting to get back an old patron. Charge account privilege arranged.

Mrs. G. L. Jones,
46 Broadway,
Dayton, Ohio.

Dear Mrs. Jones:

In looking through our records, we find that although we have had the pleasure of serving you on various occasions in the past, your purchases recently have not been as frequent as we might wish. We are therefore writing you to ask if our service or merchandise has been in any way unsatisfactory.

We really believe our store is in a better position today to be of benefit to you than ever before---because, with conditions as they are, our well-known reputation for reliability acts as absolute insurance of satisfaction on the goods you buy here.

Another reason why we believe this to be true is because during the past year we have developed wonderfully---improved our store, increased our stocks of dependable medium-priced goods and by anticipating our requirements months ahead, have continually been enabled to offer the right kind of merchandise at most reasonable prices.

We are really anxious to number you among our regular customers and would be very pleased to have you consider this an invitation to open a charge account with us. You will certainly find it a great convenience, whether shopping in person, by mail or telephone; besides you are sure to get all our announcements regularly.

Simply call at our Credit Office, when next in the store, and tell us that we may open the account.

Thanking you in advance for your kind consideration.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

Last purchase quite some time ago. Why?

Mr. C. W. Fox,
900 Springfield Ave.,
Newark, N. J.

Dear Mr. Fox:

The last purchase you made in our tailoring department according to our records was some time ago. Naturally we are now wondering whether your long absence could be due to any dissatisfaction.

Most of our patrons seem enthusiastic over our service and clothes, and because we do not often lose a good customer, we felt impelled to address this letter to you today.

If anything occurred to cause your displeasure or inconvenience, we feel sure you would have given us the opportunity to make it right. But if there should be any such reason, won't you stop in and frankly tell us what it is? We will spare no pains to prove to you that your custom is warmly appreciated.

Why not come and see us within the next few days? It would be a special pleasure to know this letter had accomplished its mission.

Very truly yours,

INACTIVE ACCOUNTS

Pre-Easter inactive charge account letter.

Mrs. M. A. Brown,
902 Hastings St.,
Detroit, Mich.

Dear Mrs. Brown:

Ever since we wrote you about two weeks ago we have been looking forward to your coming in.

From the beginning of our career, we "hitched our wagon to a star" in our ideals of what this store should be---not the "near best," but the VERY best---in service and in merchandise.

Frankly, we feel that our success is not quite complete without a larger share of your patronage.

We would, therefore, be delighted to have you avail yourself soon again of the charge account privilege that has been established for you.

With Easter just around the corner, why wouldn't this coming week be a splendid time to come in? You will be simply entranced with the beautiful fashions in Spring apparel we have assembled for your selection.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

Just what is the difficulty? A letter inquiring why customer stopped trading.

Mrs. C. D. Butler,
201 Royal St.,
New Orleans, La.

Dear Mrs. Butler:

When a good customer of ours is absent at a buying season---a time when we are offering values as unusual and lines as attractive as we have recently---it is a matter we can't overlook.

Just what is the difficulty? Can we remedy it? Or---in case it is the matter of price---perhaps if you come in you'll find we HAVE remedied it! We are selling for prices as low as ANY THAT WILL PREVAIL THIS YEAR---RIGHT NOW.

It is really very simple and easy to know when a price is fair and when it isn't. NEW merchandise, in the prevailing mode, must have been bought lately, at the present low wholesale prices; and it can accordingly be priced moderately. Demodded stock on the other hand was undoubtedly taken at the top of the market, and is apt to be priced higher than it should be.

Our stock is absolutely new and fresh and up-to-date. It is less expensive and more attractive than any you have seen for years. Come in---!

Yours cordially,

INACTIVE ACCOUNTS

*Calling attention to Anniversary
Sale to an ex-patron.*

Miss Florence Miller,
191 E. 3rd St.,
Columbus, Ohio.

Dear Miss Miller:

Yesterday, a woman came into our store for the first time in two or three months. Speaking to the sales-girl, she said---"Do you know, I feel just like coming back Home".

This is a "Home" store. It's a family store---an institution that is a very part of Columbus. We have always devoted our efforts to helping the people of this great Columbus community to save on their home and personal needs.

Right now, we are in the midst of a great celebration---our Sixth Anniversary. It is, undoubtedly, the BIG EVENT OF THE YEAR. It is our means of expressing in practical, tangible form the deep appreciation we have for the kind wishes and hearty co-operation we have received from all our friends, such as you, during the past year.

Isn't this an admirable time to again make use of your account? Everything in this store, in the way of values, is contributing to the unbounded success of our Anniversary Sale.

Come in, soon. You'll find that it's just as our friend said---"like coming back Home".

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*We've been looking for a charge
slip bearing your name.*

Mrs. I. A. Jackson,
52 Broad St.,
Chicago, Ill.

Dear Mrs Jackson:

We've waited and waited---

Every day we've been expecting to see
charge slips bearing your name coming into the office.

You see, we have everything nicely ar-
ranged for your accommodation. Once you begin that
charge account, you'll be delighted at the trouble
and annoyance it saves.

You will find endless occasions where it
won't be convenient for you to pay cash. After es-
tablishing a charge account here you will never be
troubled with the necessity of carrying large sums
on your person while shopping. This saves you the
inconvenience of cashing checks, besides all the
other advantages here at the store.

You will be thoroughly pleased with the
arrangement. We have written to you in the thought
that the idea may have appealed to you favorably, but
you simply have been too busy to come in.

Come in. Buy what you want. Simply say
"charge it". No waiting. No questions. You don't
lose a moment's time. It's the busy person's way to
shop. You'll be delighted with it.

Very truly yours,

INACTIVE ACCOUNTS

If your infrequent visits are due to dissatisfaction, we want to know about it.

Mr. John Jones
82 Forest Ave.,
Tuxedo, New York.

Dear Mr. Jones:

This store is celebrating its fifty-second anniversary --fifty-two years of success under the ownership and management of the founders and their sons--and we believe that our earnest endeavor to gain and retain the confidence of our customers through all these years, has been the biggest factor in the growth of our business. We are very proud of the fact that innumerable families have been our customers for half a century.

Of course you know that we have thousands of employees and cannot meet our customers personally, as in the early days; but we are just as deeply concerned when we discover that one of our customers has not been regularly dealing with us recently.

Therefore, knowing our merchandise and service to be entirely satisfactory to our customers in general, we naturally wonder why no goods have been charged to your account for some time.

We can hardly believe that your infrequent visits could be due to any dissatisfaction on your part. But if anything had occurred to cause you displeasure or inconvenience, and we missed the opportunity to make amends or adjustment, we are very sorry indeed. If there should be any such reason, won't you tell us what it is?

We consider it a privilege to place the best service of this store at your disposal, and shall spare no pains to prove to you that your patronage is appreciated. We sincerely invite you to renew your habit of visiting the store.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Writing the customer who
stopped trading.*

Mrs. W. Normand,
8 South St.,
Twin Falls, Iowa.

Dear Mrs. Normand:

No other motive than practical "Good Business" prompts us to write this third letter to you.

We know that the loss of a valued customer means some FLAW in our Service. It is our policy to "build for Tomorrow in the Service of Today"--so we take your absence from our store as real cause for concern about our future. We want to locate and correct the flaw that caused it.

We value your patronage, and we want to win and keep your confidence. Our definition of Customer is not "the man or woman who bought something from us, today" but "the buyer who intends to come back, next time!"

You can easily see that your reason for leaving us is a matter of vital importance to us. A personal talk with me would clear up the matter for both of us --and be a really constructive help to our plans for improvement. I would be gratified to see you in my office, any time.

Sincerely yours,

INACTIVE ACCOUNTS

*We ever wondering whether
your absence is due to any
dissatisfaction.*

Mr. Marvin W. Thompson,
287 Willow St.,
Johnstown City, Penna.

Dear Mr. Thompson:

The last purchase you made in our clothing department, according to our records, was March 18. Naturally, we are now wondering whether your long absence could be due to any dissatisfaction.

If anything occurred to cause you displeasure or inconvenience, we feel sure you would have given us the opportunity to make it right. But if there should be any such reason, won't you stop in and frankly tell us what it is? We will spare no pains, Mr. Thompson, to prove to you that your custom is warmly appreciated.

Why not come and see us within the next few days? It would be a special pleasure to know this letter had accomplished its mission.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Recently we have not been
favored with much of your
business.*

Mrs. Wm. Smith,
117 Howard St.,
Erie, Pa.

Dear Mrs. Smith:

For some reason you have not favored us with much of your business recently. We wonder why.

How would you feel about a case of this kind, if you knew, Mrs. Smith, positively knew, you had a well assorted line of goods, prices right, salesmen courteous, and for no apparent reason were no longer favored with the patronage of a desirable customer? Wouldn't you begin to wonder what was wrong?

Well, that is just the way we feel about it---there is every reason why you should buy from us---and still no business. Won't you help us out and tell us why?

Yours very truly,

INACTIVE ACCOUNTS

*Inducing an old patron
to come back.*

Mrs. V. E. Morrison,
820 Hastings St.,
Detroit, Mich.

Dear Mrs. Morrison:

Human nature, is very much the same the world over. People don't like to be forgotten. Somehow here of late, we feel as though this store must have slipped your memory. We notice your account has been dormant for over a year. We are naturally wondering what can be keeping you away.

Most of our patrons seem enthusiastic over our Service and Merchandise, and because we do not often lose a good customer, we felt impelled to address this letter to you, today.

From the beginning of this store's career, we "hitched our wagon to a star" in our ideals of what this store should be---not the "near best" but the VERY best---in service, in merchandise, in the estimation of the good people of this community. Frankly, we feel just as though our success is not complete without a larger share of your patronage.

Enthusiasm is running high at our shop, this Season, because our collection of Women's Garments is the finest in our history. You see, Miss Reel, herself, has been in Paris recently and made a personal selection of---but we cannot begin to tell you about that in a letter. Why not come in and see them yourself, within the next few days? It would be a special pleasure to know that this letter had accomplished its mission.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*We were sorry to see you
were not in recently.*

Mr. J. L. Henderson,
111 Main St.,
Buffalo, N. Y.

My dear Mr. Henderson:

It is always gratifying to hear from an old friend, and when looking thru our records we were sorry to see that you have not been in recently.

Of course, it may be that you were not in need of anything in our line; however, with the Spring season here you will probably require some new clothing or furnishing, in which case we would like to ask that you bear us in mind.

Right now you will find here clothes with a certain "touch and go" that will make a man feel as fit as he looks on Easter Morning. Styles that are neither overdone nor underdone but just right. No frills, fads or fancies---simply Spring suits of good taste in their becomingness.

We'll be more than pleased to "just show" you anything in which you are interested.

Very truly yours,

SECTION XIII
CHARGE ACCOUNTS

BUILDING RETAIL BUSINESS BY LETTER

*Concerned more in getting back
an old customer than gaining a
new one.*

Mrs. Wm. A. Brown,
51 Chambers St.,
Hudson, N. Y.

Dear Mrs. Brown:

Perhaps you wonder why we are so seriously concerned about the fact that no goods have recently been charged to your account. Perhaps you think one account among thousands would not be of great importance to us.

But we assure you that your particular account, Mrs. Brown, IS of interest--especially if your purchases have been discontinued because of any failure on our part to give you the best of service.

Our regret at losing a customer would be far greater than our pleasure at gaining one; for, if we have been at fault, it is because of some shortcoming or blunder, and such errors cannot be corrected unless they are brought to our attention.

Is there anything we can correct or explain?

We shall be glad to have you make more frequent use of all the privileges of your charge account at this store. We are eager to serve you, and we believe a more regular dependence upon us will convince you that our customers enjoy some very distinct advantages in the way of quality, value and service.

Yours very truly,

CHARGE ACCOUNTS

*Again extending charge
account privileges.*

Mr. J. C. Smith,
701 Main St.,
Buffalo, N. Y.

Dear Mr. Smith:

Last Fall we bothered you for about a month---talking charge accounts. Remember?

Since then, about a hundred or more names have been crowding the "S's" in our ledger. But YOURS is numbered among---the MISSING.

Mr. Smith---after finding out that your business is WORTH HAVING---and after spending a month going AFTER it---we aren't going to give up so easily!

Come in and talk to us---NOW---before Easter comes and camps on your Cash Box. Surely you know, by this time, that you're more than WELCOME.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

Pointing to persistency of appeal as proof that patronage on "charge account basis," is earnestly desired.

Mr. N. B. Jones,
923 E. 5th St.,
Buffalo, N. Y.

Dear Mr. Jones:

It's proof POSITIVE that we want your account
---and "we won't be happy 'til we GET it"!

It's true, Mr. Jones. We have looked up your
CREDIT and found it GOOD.

Now, if you'll look up OUR QUALITY---our VALUES
---our SERVICE---maybe we can "get together" on this CHARGE
ACCOUNT question.

We believe you'll find us worthy of sharing your
good Credit with us. We have been waiting a long, long
time---and we are sincerely anxious to number you among our
PERMANENT patrons.

Very truly yours,

CHARGE ACCOUNTS

*Extending charge account privileges
to make shopping more convenient.*

Mrs. George Smith,
425 Howard Ave.,
Lynn, Mass.

Dear Mrs. Smith:

It is my intention to give our customers the best possible service during the Holiday season which is fast approaching.

For this very reason I have placed your name on our list of charge customers, in order that you may at any time charge merchandise without making application at the office.

This store is "A Store of Specialty Shops" specializing in ready-to-wear apparel for women, misses and children; at the present time featuring Christmas gifts both practical and unusual.

Trusting that this little Christmas favor of opening an account meets with your approval, and with best wishes for the coming Holidays, I remain,

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Extending "charge account"
privileges to a select list.*

Mrs. Anna Brown,
R. R. 1
Joplin, Mo.

Dear Mrs. Brown:

A store is known by its patrons, as an individual is known by his friends. The names that are given over our counters, and recorded on our charge slips from day to day, are an important part of this store's usefulness.

When people say, "I have an account with BLANK'S", we want it to tell the right story about us. We want the right kind of people to be our customers.

We try to choose them, by offering the service and quality that discriminating people want. But we do more. We invite accounts of those we particularly want to serve.

It would be a great source of satisfaction to us if we might number YOU among our charge customers. An account with us will save money for you---insure your getting most for what you spend---provide a record by which you can eliminate small leaks---put all our facilities at your instant service. There will be no formality about an account---in fact your name is already listed upon our ledger in preparation for your first purchase.

Come in and make that purchase!

Yours cordially,

CHARGE ACCOUNTS

*Extending charge account
privileges to select list.*

Mrs. J. K. Henderson,
111 Main St.,
Hartford, Conn.

Dear Mrs. Henderson:

An unusual number of the well-to-do families of Hartford make this store their main source of supplies in its field. We have been most fortunate in our clientele.

We like to feel this is due to the values we offer. Certainly those most accustomed to judging values in the better sort of merchandise seem most appreciative of our offerings.

True economy, of course, consists in getting value for what is paid out---not merely in avoiding expenditure. Everyone MUST spend, to live; but some do so more skillfully than others. To these we make our appeal.

We believe that this is YOUR KIND of a store. We think what we have will please you, as it pleases others of similar interests.

This is why we hope you will accept our invitation to open an account here.

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

*Pointing out the convenience
of a charge account.*

Mrs. Jack Smith,
46 Jackson St.,
Albany, N. Y.

Dear Mrs. Smith:

The advantages of our charge account system have been extended to hundreds of patrons in this city and the saving of time and trouble is so gratifying that they are enthusiastic in recommending it to their friends.

Charge customers may order at any time, by mail, telephone, telegraph or in person, and the bill will be rendered at the end of each month when settlement can be made. One can in this way take immediate advantage of special offerings.

We're very anxious to have you on our books as a regular "charge customer", and if you will allow us to, we will arrange our records so that you will get especially prompt and satisfactory service at all times. Simply stop in the first opportunity you go out to shop and tell us that we may.

We'll be more than pleased to have you accept this invitation.

Very truly yours,

CHARGE ACCOUNTS

*A "cash" store that is now
inviting "charge accounts."*

Mrs. F. H. White,
345 Fox St.,
Indiana, Pa.

Dear Mrs. White:

You have, no doubt, heard of our store, and the many years in which we have been serving our ever increasing number of regular customers. We owe a debt of gratitude to all of them for the assistance they have rendered in our steady growth.

We want to number you among our regular and interested patrons. Although this has been a cash store, we are now prepared to open charge accounts with those who can give the usual satisfactory references and settle every thirty days.

Try us. If we meet your approbation, we are well repaid. If in service or merchandise you are dissatisfied, we want you to tell us, so we can make it right. This is the way by which we have made and kept our friends through these many years.

We invite you to see our excellent line of Fall merchandise, bought by those who are thoroughly posted as to market conditions. You will be delighted to find so complete an assortment of the season's styles. A survey of what we offer will make it plain why "WE MAKE DOWN-TOWN SHOPPING EXTRAVAGANT."

Yours for service,

BUILDING RETAIL BUSINESS BY LETTER

*Open a charge account. We have
already arranged all details.*

Mrs. J. A. Green,
258 Hastings St.,
Detroit, Mich.

Dear Mrs. Green:

Any time you want to come in and make a purchase without cash, it will be a great pleasure to us to open a charge account with you. In fact, we've been eager to do this for some time! We have even gone so far as to make a record here in the store that whenever you call, it is perfectly alright for you to purchase whatever you want. Everything is arranged for you!

A revelation is in store for you in the character of service, the quality of merchandise, the uniform courtesy, and the genuine desire to win not only your patronage but your friendship and approval of this institution.

Every modern woman realizes the many benefits and the convenience she enjoys through having a charge account at a dependable store.

A store, in turn, is known by its charge accounts - you judge it by the women who patronize it. So that, because of your position in the community if you avail yourself of our invitation to do your buying here, you are reflecting credit both on yourself and on this store.

We hope you will decide to let us serve you - all the facilities of this store are completely at your service. It is "YOUR STORE". Use it. Use it SOON.

Yours very truly,

CHARGE ACCOUNTS

*College girls invited to
open charge account.*

Miss Clara Young,
345 Beck Street,
Milwaukee, Wisc.

Dear Miss Young:

School will open very shortly, and, no doubt, there are certain preparations you will have to make for the needs ahead of you.

We are splendidly prepared to take care of your every need from head to toe. Our stocks are new and up-to-the-minute in style. The assortments are so large that you will have little trouble finding what you want.

If you find that a charge account would be of service to you at this time, it will occasion you little trouble to drop in at our Credit Office on the third floor and arrange for same.

Trusting that we may see you soon and that we may be of good service to you, we remain

Yours very truly,

SECTION XIV
F U R S

BUILDING RETAIL BUSINESS BY LETTER

*Success of present Fur Sale
due to unusual values.*

Mrs. Philip Unger,
246 Flushing Ave.,
Brooklyn, New York.

Dear Mrs. Unger:

Our Fur Sale is twelve days old and very successful. People discovered during the first week that the reductions are remarkable---told their friends and crowds are appearing in greater numbers than we had really expected.

But we bought heavily for this Sale and for Fall, and we have on hand enough stock to supply the demand all during the month of August. So there is still a very wide variety of up-to-date, 1923 coats, scarfs and muffs for your selection---beautifully marked Russian Pony in natural color and black, youthful Racoons and Squirrel, rich Hudson and French Seal, Moleskin, Nutria, Coney, Marmot and Wallaby.

If you don't feel that you can pay for Winter Furs right now, we will make arrangements not to charge them until November, if you have an account with us. If not, we will be glad to hold your purchase for you, on a 10% deposit, as long as you wish---storage FREE until December.

We want to make it easy for you to buy furs NOW, and save from 15% to 25% the same skins will be. We are holding this Sale for YOUR benefit---and to win YOUR Good Will.

Sincerely yours,

FURS

*Fur Sale. Prices will be
higher next month.*

Mrs. John Merriom,
11 Howard Ave.,
Rome, N. Y.

Dear Mrs. Merriom:

Only five more days of the Fur Sale.

On September first, our price tags will all show the Fall prices, from 15% to 25% higher than the ones we can give you NOW.

When cold weather sets in --- and Furs are such a comfort, both for warmth and picturesqueness --- you will think of this sale regretfully, if you miss it --- gratefully, if you take advantage of it.

There is an excellent selection left for you, even after three weeks of heavy selling --- and this is why: These are our NEW FALL STYLES we are offering in this Sale --- not "left overs". So, you see, our reductions are GENUINE. We will never be able to offer such prices again, because every skin we buy to replace the ones we are selling, will COST US from 15% to 25% more!

We cannot impress on you too strongly the real opportunity we are suggesting to you. If you ever expect to have furs, buy them NOW --- it will be an investment. We will be glad to make some easy time payment plan for you, if you inquire about it.

Remember, just five days more!

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Annual display of
furs—invitation.*

Mrs. William Meyerson,
356 W. 16th St.,
Batavia, N. Y.

Dear Mrs. Meyerson:

You must make it a point to attend our big annual display and sale of fine furs which takes place September 15th to 20th inclusive. We are confident you will be impressed with this great annual event of ours.

It is needless to say that furs this year will cost considerably more. Anticipating such a market, however, we purchased enormous quantities months ago when pelts were much lower in price.

It would be well if you have any idea to buy a fur coat or fur piece for the winter that you make your selection now. By so doing we are confident that you will get better workmanship and a saving of from 20 to 40 per cent.

The garments we are now showing are made of the finest skins---style, cut and finish guaranteed, of course---innumerable styles to select from.

You must stop in the first opportunity. You'll find us more than glad to "just show" you anything in which you are interested.

Cordially yours,

FURS

*August sale on furs—
opportune time to buy.*

Miss Anna Coffee,
35 W. 19th St.,
Albany, N. Y.

Dear Miss Coffee:

Next Fall --- when the weather turns cold, you'll be thinking about Furs. And it all depends on what you do now, whether you will take out a new coat or scarf then, put it on and feel snug and comfy --- or whether you will go to a furrier, price things and find them SKY HIGH!

Beginning with the second day of August --- next Monday --- we are holding a Fur Sale, featuring a 15% reduction!

The friends of the Harrison & Co. will appreciate what this means, for they know by experience that when we reduce our prices, the reductions are ACTUAL --- REAL --- and worth taking advantage of.

August is a dull month in the fur market, and in order to stimulate business great price reductions are made. The manufacturer makes us notable price concessions and we in turn pass these on to you --- plus a big saving, by reason of our smaller profits. You see, it's merely a case of creating a brisk August business. We are content with smaller profits than this demand may be created.

So, if you will glance over our Ad' in the next Sunday's paper --- you'll find many reduced items mentioned, and you may see advertised there, the very skin you have been wanting, made up in the latest Fall styles, at a price that will surprise you!

And we will look for you in our store --- third floor --- next Monday!

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*August fur sale—
marked reductions.*

Mrs. Lillian Sky,
1516 Myrtle Ave.,
Brooklyn, N. Y.

Dear Mrs. Sky:

Our Annual August Fur Sale will be staged this year, on the ten days starting Wednesday the 20th. Preparations have been made and merchandise purchased that will make this sale the largest and most attractive ever held in this store.

I know that you and your friends will find this mid-summer exhibition most pleasing from every point of view, and if you intend purchasing a new Fur, we will be prepared to deliver to you the very latest styles fashioned in the best pelts, and do this at prices which will mean a very substantial saving.

The fact is --- we have made our purchases much below the present market prices, and we intend making some SPECIAL REDUCTIONS to yourself and friends during this big Ten Day Fur Event.

If you will pass this word along, to those who might be interested, we will certainly appreciate the favor.

Very truly yours,

FURS

*Personal service
in Furs.*

Mrs. Belle Sperling,
356 Utica St.,
Utica, N. Y.

Dear Mrs. Sperling:

With the approach of Fall, you are looking forward to the cold months and their needs. You are also thinking of buying new furs, or remodeling those that are out of style.

May I solicit your patronage and offer you my services? I do only first-class, and reliable work at reasonable prices. My ready-to-wear furs are the best in style, make and quality. Prices reasonable.

Where I am located, the running expenses are low, compared to the down-town, high-rent districts. When you buy here, you are paying for value received, and not for high rentals.

Won't you please call and look over my styles?

I thank you for your attention.

Respectfully,

BUILDING RETAIL BUSINESS BY LETTER

Manufacturer's representative will show line? Shall we advise you as to exact day?

Mrs. Harry Sweenie,
37 E. 5th St.,
St. Louis, Mo.

Dear Mrs. Sweenie:

We are expecting the representative of the BLANK & BLANK CO, furriers, in the very near future. He will remain with us for one day only to display his complete line of fur coats, capes, coats and fur pieces for the coming Fall. Also, a complete line of Summer furs.

During his brief stay with us, we are very anxious that you make it a point to come in and help us in our selections.

It would be well, too, if you have any idea of buying a fur coat or a fur piece for the coming winter that you make your selection now. By so doing, we are confident you will get better skins and workmanship at a saving of ten to fifteen percent.

If you will indicate your interest by returning the enclosed card or phoning Main 10, we shall be very glad indeed to advise you the exact date of this exhibition.

Very truly yours,

FURS

An institutional series for a high class Fur house. Letter No. 1.

Mrs. Charlotte Brewster Jordan,
70 Morningside Ave.,
New York City.

Dear Mrs. Jordan:

Two years after Lincoln's proclamation, the pioneers of the House of Blank's were planning for the winter comforts of the people of New York Town.

So it is that the House of Blank has seen two wars---and their consequent depression.

It has watched the careers of thirteen presidents.

It has passed from the difficult period of barter to the era of fixed prices.

It has seen the invasion of factories and machinery---and cherished an appreciation of hand craftsmanship.

It has known the day when some of its skins were trapped on Manhattan Island and carried by stage to the trading outposts of Greenwich Village.

Fashions have passed and re-passed our mirrors like a Review---we may have provided Furs for your Grandmother---and remodeled them for your Mother.

And for you, Mrs. Jordan, today, this means a well-established standard of value and taste upon which you can depend.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

An institutional series for a high class Fur house. Letter No. 2.

Mrs. Afton Thorley,
Ardsley on Hudson,
New York.

Dear Mrs. Thorley:

When you buy Furs, like works of art or precious stones, you have to trust, in some degree, to the knowledge and authority of those who sell them to you.

A lifetime can be spent in becoming a competent judge of Furs. There is no field in which quality is so hard to judge and so often unwittingly mis-represented. A muskrat, trapped in Mid-January, with his best Winter Coat on, may be a more luxuriant and valuable Fur than the "real" Sable of summer growth. A skin, Mrs. Thorley, may be enhanced in beauty and value by dye---or entirely ruined. Such things cannot be detected, save by the expert, when the Furs are new.

To four generations, we have provided beautiful and selected Furs, under their true names, with an entirely frank and concise explanation of their intrinsic worth and probable durability. That is how the name of Blank has come to be a label of responsibility as well as superior quality.

Furs from the four corners of the earth are here for your inspection. The final choice of Furs is usually the result of much "shopping"---let us assure you that we appreciate this fact and will enjoy showing you anything in which you express an interest.

Very sincerely,

FURS

*An institutional series for a high
class Fur house. Letter No. 3.*

Mrs. James T. Graystone,
87 Park Ave.,
New York City.

Dear Mrs. Graystone:

Strangely enough, the most beautiful animals are usually the rarest and most elusive.

Just as high spirit gives color to the human cheek and sparkle to the eye, so the finest color and richest gloss in Fur comes from the animal which has an indomitable pride in his freedom. The animal of superior physique seems to be endowed with a quicker intelligence for its protection.

Gems that are rare and hard to find are the "precious" ones. It is the same with Furs---and you will find, Mrs. Graystone, that the price of a reliable expert is a fairly trustworthy barometer of beauty as well as intrinsic value.

Among our displays, there are many of these "aristocrats"---and it is by seeing and appreciating the BEST that you can form a reliable standard of Fur Value for your own guidance. We take an artistic and professional pride in explaining comparative values and types---and we hope we may be able to serve you in this way.

Very sincerely,

BUILDING RETAIL BUSINESS BY LETTER

*An institutional series for a high
class Fur house. Letter No. 4.*

Miss Alice Lawrence,
170 West 59th St.,
New York City

Dear Miss Lawrence:

Blank's Styles conform to the individual---not to the "Fad".

Every season, one of the more plentiful Furs is "done to death" and becomes a Fad from duplication.

The woman of discrimination and taste shuns them---even in the better skins. She is looking for "individuality"---and she prefers to have a VARIETY of exclusive designs at her disposal, unrestricted by any arbitrary style consideration.

A GOOD Fur carries its undeniable mark of authoritative refinement and is never rendered useless by style changes. It may become a family heirloom before it is worn out. So the good fur, Miss Lawrence, like the "real" jewel, is at once wiser investment and better taste.

However, there is the "best" in Possum---or the "best" in Sable. There is the design that is ample---or the design that requires fewer skins and less workmanship. So, as our selections are extensive, our values are as diverse. You can quite invariably find the type of Fur and the design which is most becoming to you, from the versatility of choice we are able to offer. We would be pleased, indeed, to consult with you.

Very truly yours,

FURS

An institutional series for a high class Fur house. Letter No. 5.

Miss Dorothy Sharpe,
879 Park Ave.,
New York City.

Dear Miss Sharpe:

There is nothing that can give a greater thrill to any feminine heart, young or old, than to discover a soft, rich Fur under the tissue of the Christmas Box.

And such a Gift from Blank's is a compliment---a token of peculiarly high esteem.

Good Furs have preserved the "electricity of life" which makes the Fur stand thick and glossy on the pelt, more beautiful than the finest silk. Yet there is more warmth and enduring wear in the hardy hide that lies beneath than in any fabric made by man.

Practical---but not at the sacrifice of beauty---could there be a better definition of the Perfect Gift? Had you realized that here is all the beauty, rarity, sentiment and durability---and ten times the utility---of any bit of jewelry?

We hope, Miss Sharpe, to serve you.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

An institutional series for a high class Fur house. Letter No. 6.

Mrs. Edgar Spencer,
Croton on Hudson,
New York.

Dear Mrs. Spencer:

In 1863 when much of this country was yet unbroken, the great-grandfathers of the present Blanks Sons saw that there was a real need for Furs---and a vast supply from which to draw. For much of northern United States is in the same climate zone as the heart of Russia, with more of the year Winter than Summer and furs a necessity rather than a luxury.

Today, Mrs. Spencer, we draw upon the resources of the whole world to supply the needs of New York City and the surrounding territory.

In the last generation, there has appeared a new and insistent demand---for Sport Clothes---a type of apparel which came to us from England and was quickly accepted and improved upon by the active and resourceful American Woman.

That is why we included Sport Clothes as a "specialty" to occupy our Summer Season, when Furs were idle. It happens that Sport Clothes, like Furs, are in favor all the year 'round, now---and our Sport Department shows promise of rivalry with our "first-born". It is true to the Blank Standard---excellence of quality, distinction and exclusiveness of design. Are you acquainted with it---?

Cordially yours,

FURS

*A Fur Campaign covering
new styles, present values and
remodeling. Letter No. 1. A
Preview Feature.*

Mrs. Lester Wolf, Jr.,
4433 Campbell St.,
Kansas City, Mo.

Dear Mrs. Wolf:

Before our showing of the new styles is announced in the newspapers, on July 30th, we want you to have an opportunity to see and to make selection at leisure.

Hence for two weeks before the crowds come you will be free to take your choice of the better values offered. If you wish to make a selection at this time, any fur will be kept for you without storage charge for the balance of the season, and delivered in time for the first cool weather.

Furs are now selling at 1912 prices, Mrs. Wolf, and it is many a year since we have been able to offer such values as you will see.

Come early! Naturally, the finer offerings will be taken first.

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

*A Fur Campaign covering
new styles, present values and
remodeling. Letter No. 2.*

Mrs. D. J. Haff,
416 E. 36th St.,
Kansas City, Mo.

Dear Mrs. Haff:

During the coming Fall and Winter, fur prices will be at 1912 levels. The market has not been so favorable, for purchase during the last ten years.

Our prices, Mrs. Haff, are always below the market; for we buy direct from the trapper, and we manufacture on the premises. We eliminate all middleman's profits; our own overhead expenses are low, and as a consequence you can always buy here at a saving.

At present we are showing an unusually wide selection. If you did not take advantage of our offer of July 15th, it is not too late---you can still find very choice values, because our stock is so large.

Those who select skins to be made up, or choose garment, can have them held by making a deposit. They will be delivered as soon as the cold comes. There will be no charge for storage.

Yours cordially,

FURS

*A Fur Campaign covering
new styles, present values and
remodeling. Letter No. 3.*

Mrs. Chas. C. Peters,
1340 Santa Fe Rd.,
Kansas City, Mo.

Dear Mrs. Peters:

Many families have really beautiful furs---rare and valuable heirlooms---which cannot be worn today because of style changes.

At moderate cost we can remodel such pieces, bringing them up-to-date and repairing worn or damaged parts. Such remodeling, when skillfully done, adds greatly to the value and the practical usefulness of the article, without in the least detracting from the associations attaching to it.

If you will let us advise you with regard to your furs, Mrs. Peters, we shall be glad to estimate the probable cost of remodeling, and give you an idea of the appearance of the resulting garment.

A moderate deposit will hold garment for delivery later, with no charge for storage. Make your arrangements now!

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

*A Fur Campaign covering
new styles, present values and
remodeling. Letter No. 4.*

Mrs. O. L. Castle,
3701 Madison St.,
Kansas City, Mo.

Dear Mrs. Castle:

Discriminating women realize the touch of luxurious refinement which only fur can give to one's wardrobe. It is becoming to everyone. It harmonizes with all costumes. It is appropriate at all times and on almost all occasions.

Furthermore, Mrs. Castle, furs are the most economical garments you can buy. Style changes never render good furs useless, and hence the cost spreads over so long a period that even a costly fur is truly an economy. Yet the selection we offer is so wide that the matter of price can be nicely adjusted to the purse and taste of every buyer.

Whether you require something from our stock, for yourself or as a Christmas gift---whether you require our service in the repair or remodeling of furs---we can promise you money saving and complete satisfaction. May we prove this?

Yours cordially,

SECTION XV
FURNITURE

BUILDING RETAIL BUSINESS BY LETTER

*This year an early selections
of gifts is advisable.*

Mrs. S. W. Worumbo,
2 Liberty St.,
Mount Vernon, N. Y.

Dear Mrs. Worumbo:

Many people are coming in these days, even as early as it is, and casting about for gift suggestions---so our message to you to-day is merely to suggest that the earlier you come the wider will be the selection and the greater the variety of styles in the Furniture and Rugs you may have in mind.

Never in the history of Our Store have our pre-holiday stocks of Furniture and Rugs been so comprehensive, so rich in variety, so well equipped to suit an infinite variety of tastes.

You will find, also, that our prices are remarkably reasonable. We would rather have your friendship and sell you an article for less than you had expected to pay, than get a larger price and have you feel that although you got what you wanted, it had cost you too much.

Then too, you will find our Easy Terms of Credit will aid you greatly in selecting a better gift than you had anticipated, for with this aid you can pay for it a little at a time and never miss the amount you spend.

Anticipating a visit from you at your convenience, we are

Cordially yours,

FURNITURE

*Salespeople that will aid
you in the selection of
your furniture.*

Mrs. Frank Smith,
234 Decatur Avenue,
Brooklyn, N. Y.

Dear Mrs. Smith:

It is unquestionably true that the furnishings of a home offer a pronounced medium of self-expression and have a subtle influence upon every member of the family. The atmosphere of the home reflects the personality, taste and ideals of those who occupy it.

By using discretion, care and good taste in the selection of furniture, floor coverings and draperies these ideals may be exemplified.

You will meet salespeople in this institution who will be pleased to co-operate with you either in the preparation of plans or in the choosing of articles required for the proper furnishings of your home.

We are very anxious to have you look over our departments, for we are sure you will find many valuable items of interest to you.

Respectfully,

BUILDING RETAIL BUSINESS BY LETTER

*Suggesting furniture as suitable
Christmas gifts.*

Mrs. D. E. Brown,
50 Main St.,
Boston, Mass.

Dear Mrs. Brown:

When you are shopping for Gifts, don't pass up a furniture store just because it LOOKS as though it contained only big and expensive things---and you can't see just what you want in the window.

Come in, next time you go by the Blank Furniture Store. You've no idea how full of little suggestions it is, as a Gift Shop---for Christenings, Birthdays, Weddings and for CHRISTMAS.

There are any numbers of little things for remembrances---candle sticks, cushions, hearth rugs, mirrors, bookends, lamps, trays, sewing tables, with fascinating compartments---and phonographs, of all sizes, shapes and prices. There are things that will remind the friend or relative who receives them of YOU. Nothing that you could choose would so constantly satisfy---please---gratify---than something for the beauty, convenience or comfort of Home.

Here is a secret. You can get these things much cheaper in a furniture store than in a gift or novelty shop.. They usually get them in a furniture store in the first place, and then they have to get an extra PROFIT from you, for the IDEA.

Inside, at the BLANK Store, you'll find everything a HOME needs, from tip to toe, big or little, practical and beautiful.

You are always welcome---we have often told you that you may have credit any time you ask for it. We sincerely hope you'll include us during your Christmas shopping.

Very truly yours,

FURNITURE

*Lamps as
leaders.*

Mrs. B. W. Jones,
492 Main St.,
Philadelphia, Pa.

Dear Mrs. Jones:

We've got a great big advantage over Aladdin, when it comes to lamps. There's more magic in the warm, soft light of a deep-fringed lamp on the library table of a modern home, than in his tallow wishing lamp that brought forth Genii.

It can bring out the hidden beauties of color and lustre in your rugs, cast long, bewitching shadows on your ceilings and lend a charming, delicate glow to your own cheek.

Joe Brown has a special fondness for good-looking lamps, so he bought and bought, in all shades, shapes and sizes, desk lamps, piano lamps, reading lamps, parlor lamps. 'Til they're standing all over our shop like a lot of Fairy Mushrooms.

From lamps to armchairs isn't such a long jump. We want to tell you about the new easy chairs that Mr. Brown just sent in, to go with those reading lamps---on quiet evenings. And the davenports, built for comfort, the sink-in-est, coziest kind of fireside comfort.

And then---to complete a perfect living room---MUSIC ---Vitanolas, Columbia Grafonolas and Columbia Records---we have them.

There are no dull spots in our store for the Home-loving woman. And, as we told you before, Mrs. Jones, we believe we can give you some prices that will surprise you.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

A novel summer appeal.

Mrs. M. C. James,
280 Main St.,
Dorchester, Mass.

Dear Mrs. James:

Here's a little "inside information" that we're passing on to you, because you are a Home-Maker, and as such it concerns you.

We got a little low on Summer stock the other day, so our Buyer, Mr. Smith---and he is full of new ideas and enthusiasm---went to the Source of Supplies and we just got a letter from him, thus:

"Dear Folks:

"Maybe I overdid myself this time.. I couldn't stop buying, because every last piece I've selected, I could imagine in some Dorchester home, just where it OUGHT to be.

"It'll all be in some time this week. I'll be there in due time to help you unpack it. Tell everybody about it. I want them all to see it.

Joe."

Come in, some time this week, and see Joe Smith's new stock.

Cordially yours,

FURNITURE

*Spring Housecleaning
appeal.*

Dear Mrs. Jackson:

In the Spring, don't you get a zestful, zealous burst of REFORM and begin to throw out many of those old things---those "dead usefuls, that are no more", that clutter up some of the out-of-the-way corners of your home?

During Spring Housecleaning don't you make a sort of annual Inventory of your possessions, and you almost always find a piece of furniture here or there that you feel ought to be put out of sight? But it's very, very hard to break a habit---and it has become a habit to see it there, in its appointed place.

I think I know why it's hard to throw things away. It's in my line to find out. It leaves empty places, little holes in "familiarity"---"gone-spots" like unfulfilled wishes. It makes you wonder, every time you look there, what it is that you have misplaced.

Don't let your Corners be Stow-aways, that you hope no one will notice. We have so many odd pieces, such as a graceful vase, some book shelves, a three-legged stool, a unique hall chair, for those very spots, just the thing to give a "finish" a touch of originality to your Home. Had you ever thought of making mere CORNERS places of charm, before?

We are always glad to help you in the selection and arrangement of a harmonious set for any sort of a room, with an eye to the placing, lighting and color effects and Comfort.

"Feather your nest"---and then, every year, during your House-Cleaning, keep your eyes open for MORE and better feathers, because a house may be completely finished, but a HOME is never completely furnished. Come in, no matter whether you want to buy now, or not.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*A store that will gladly assist
you in the proper selection of
your furniture.*

Mrs. W. E. Spear,
121 Main St.,
Philadelphia, Pa.

Dear Mrs. Spear:

When the wear and tear of family life has worn through your carpets and put creaks in your rocking chairs, and your davenport begins to get a dragged-down, weary look, don't sigh in despair. Everything is perishable. The old things you cherish can't last always.

People are inclined to expect too much from the furniture they "always had". Few pieces of furniture are strong enough to last as long as the life of a human being. Antiques are chairs that were never sat on---tables that bore nothing more than a doily ---"company parlor" relics.

Just some new easy chair, for that spot that has always been a little bit bare---a little upholstering on old pieces of furniture---another set of dainty curtains and some fresh overdrapes---a new rug under the library table---and it is as though the room has been entirely refurnished!

You're apt to forget these little defects of wear in your Home, because they come so gradually and you're in it so much.

Look around you, now, Mrs. Spear, with new eyes, Winter's coming and it will force you all indoors again, pretty soon. Make yourself and your family WELCOME those cozy, comfy evenings, in freshened surroundings.

It can be done so inexpensively by a thoughtful housewife and a furniture store that will take a PERSONAL interest in cooperating with you, in your "Thrift" plans. We are glad to have you come in, any time, to look around, ask questions, get suggestions, ---and there will be no obligation whatsoever, to buy.

Cordially yours,

FURNITURE

*Appealing to a woman's
love of home.*

Mrs. K. Kennedy,
221 Hart St.,
St. Paul, Minn.

Dear Mrs. Kennedy:

Every woman has a love for her home. There is not alone the love of the beautiful, but the thought of comfort---the comfort of her loved ones, the comfort of her friends.

Above all, the modern housewife likes to have her furniture reflect prosperity and success. Ofttimes, by the addition of a few new pieces a clever woman makes her home look as though it were entirely refurnished.

We have many beautiful and unusual pieces that will give you that very effect, no matter what room or rooms you wish to "dress up". If this suggestion interests you, why not make a little home-beautifying journey to our store?

We are sure, Mrs. Kennedy, you will be pleased with the result of your trip, and even though you do not buy a single new piece, you will have become better acquainted with our large stock---perhaps for a future day when you will want to make these changes.

Your visit here is a genuine pleasure to us and entails not the slightest obligation. We do not expect you to buy. We invite you to visit. It is WE who will be obligated over your call, not you. May we expect you during the coming week?

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Personality and Comfort
in the home's furniture.*

Mrs. J. B. Henderson,
2 Main St.,
Buffalo, N. Y.

Dear Madam:

Have you ever come out of the dark night into a warmly lighted, soft-hued room that breathes HOME? Haven't you felt that room had PERSONALITY? Hasn't it seemed to reach out to you and say, "Come in! Here you can be comfortable. Here you can be happy?"

This furniture store has an ambition to give every woman the room or rooms she will love. We have devoted years to the study of home furnishings that are distinctive---that have the cheery appeal of absolute comfort.

There are so many "comforting" furniture pieces here that we could never begin to describe them all. Surely you will come and see them! No matter whether you buy now or decide on things you will buy later this store has few dull moments for the home-loving woman---there are so many pretty things she would like to have!

Along with your surprise at the unusual variety of new and uncommon styles in furniture you'll like, there are agreeable price surprises in store for you as well. Our prices have made as many friends for this store as our merchandise and methods.

Don't wait---do us the honor of paying an early visit. You won't be disappointed.

Very truly yours,

FURNITURE

*An "upstairs" furniture
talking low prices.*

Mrs. P. Butler,
142 Smith St.,
Syracuse, N. Y.

Dear Mrs. Butler:

Last month, in our letter to you, we were going to tell you about the wonderful furniture you'll find here, but we had so much to say about our low prices that we never even mentioned the furniture.

Did you know that this store on the second floor (just a block from Main Street) occupies fourteen thousand square feet of floor space?

Think of it! All that room filled with furniture of the better makes! Do you wonder that every woman who comes here is really startled at the tremendous displays? From small and dainty individual pieces, to large elaborate Period suites---nothing is missing.

Even though you do not need or desire furniture of any sort, you'll find genuine pleasure in seeing our exhibition. That's just what it is, Mrs. Butler, an exhibition of the choicest furniture produced in America. And offered at the lowest prices---prices which mean savings to you of at least a quarter in the cost---in many instances the saving is a third. Putting that into dollars and cents, a suite which in other stores is marked \$300 will probably be found here for \$200 or \$225.

We know that seems almost impossible---but it is a simple matter for you to prove it. See our furniture---compare it in quality and price with the furniture of other good stores---that's the real proof.

You are more than welcome to come and examine our stock to your heart's content. Won't you visit us at an early date?

Very sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Another letter featuring
second floor prices.*

Mrs. N. Williams,
7 Fourth St.,
Rochester, N. Y.

Dear Mrs. Williams:

Do you expect to be down our way some time this week? The reason we ask is because we have just received some new shipments of furniture and we want you to see them.

There are several pieces which we're sure you'll like---and a couple of suites, too, that may prove interesting. They're priced, like everything else in this big store, at costs which are from a quarter to a third less than other good stores are asking. We're on the second floor, you know, where rent is low, so naturally our prices are low, too.

It doesn't matter a bit to us whether you come just to "look around" or to buy---we'll be equally glad to see you. We will show you anything and everything in the store---and never once will we suggest a purchase.

Come in when you feel like it---soon, if you can, while the furniture which we've just received is still here. You'll find this store has few dull moments for the home-loving woman; there are so many interesting and attractive things to see.

By the way, Mrs. Williams, we'd like to suggest that you bring some friend with you---most women, we have found, enjoy talking over the various points of the furniture they see, and from a friend, you are certain to receive an unprejudiced opinion.

May we expect a visit from you in the next day or so? You are going to be delighted with what we have to show you.

Very sincerely yours,

FURNITURE

*Price advantage in second
floor location.*

Mrs. Harry Williams,
111 Main St.,
Cleveland, Ohio.

Dear Mrs. Williams:

. When we wrote you last month we forgot to mention a point of importance to you.

We explained how our second floor location, a block from Main Street, with its low rent, enabled us to sell you furniture of the better makes at savings of a quarter to a third in price.

But we didn't tell you that we never hold any sales; we never give any discounts---and here's the reason. Our regular prices are always lower than the prices at so-called sales!

And the furniture you buy here is new furniture; in the best designs; in the finest qualities; of the highest character workmanship.

Doesn't it stand to reason when a store holds a "sale" of furniture that the furniture was originally priced far too high---or else is so badly shop-worn---or perhaps it is so poorly designed that no one wanted it at any price!

You can feel practically certain that when you see furniture offered at a "reduced" price, one of these causes is behind the sale.

Why not come in this week or next and see for yourself just what we mean? Your visit here is a genuine pleasure to us. We do not expect you to buy. We invite you to visit. May we expect you soon?

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*Featuring nationally
advertised goods.*

Dear Mrs. Henderson:

During our twenty-eight years of experience, many women have come into our store, looked at our furnishings, and then asked a very natural question, "How do I know these goods will give service"?

This question, Mrs. Henderson, has been asked us so often that we now take pride in suggesting the logical answer. "BUY NATIONALLY ADVERTISED GOODS!" They are not only nationally advertised, but nationally guaranteed.

For your benefit we are listing some of our nationally guaranteed merchandise:

Pathe Phonographs and Records
Universal Combination Stoves
Congoleum Floor Coverings
Safety First High Chairs
Anchor Brand Wringers
Kroehler Davenports
Pullman Davenports
Bissells Sweepers
Whittall Rugs
The Ta-Bed

Englander Springs and Couches
Peninsula Stoves and Ranges
Hoosier Kitchen Cabinets
Yost Washing Machines
Free Sewing Machines
Randall Mattresses
Royal Easy Chairs
C.V.C. Carriages
Simmons Beds
Crex Rugs

We hope that you will come to the store to see some of these famous products.

Very truly yours,

FURNITURE

Furniture on "easy payment" plan.

Mrs. B. Morton,
171 Boylston St.,
Boston, Mass.

Dear Mrs. Morton:

We want you to know us. We are therefore writing to you to tell you exactly how we do business.

In the first place, we feel that you shop for furniture with more discrimination than you usually show when purchasing. The reason for this is that furniture is a permanent investment which reflects your personality more than anything else. For this reason you will find our salesmen are personally interested in you and your selections, and that they have been educated to explain all articles, in detail. In order to accomplish this, they show patience and courtesy, and make furniture shopping a real pleasure.

Our credit department, moreover, will be found to be as reasonable and helpful as possible. If you desire to open an account with us, you are introduced to the credit manager with whom alone terms are made. Here again we endeavor to meet each case individually and to make a personal friend of each customer.

It is our hope that you will come to see us when you next brighten up your home with new furnishings. We are confident that you will find here just the furniture, rugs, or stoves you want, and that you will discover for yourself the pleasure of shopping at Blanks.

We look forward to an early visit from you.

Very sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Helping solve the Christmas
gift question.*

Mrs. W. Weber,
227 Kane Ave.,
Joliet, Ill.

Dear Madam:

"What shall I give for Christmas?" This is a most important question at this season of the year. Our store would be very happy if we could feel that we were of some assistance to you in solving this difficult question.

This year, especially, we are well supplied with gift furniture. Our newly completed balcony is full of a variety of articles which will make the most welcome and useful of presents. Reed and fiber furniture, floor lamps, cedar chests, table lamps, Royal Easy Chairs, Pathé Phonographs and Records---we have them all in full assortment. It is also not to be forgotten that we have a whole floor full of rugs and rockers where the most suitable of gifts are attractively arranged awaiting your selection. Remember we have things for the kiddies, too.

Why not make this a season for really useful and lasting gifts? There is nothing that will please you better than to feel you are adding to a friend's comfort as well as his pleasure when you give your annual present. If you make Blank's your Christmas shopping center, you can rest assured that your tokens will be appropriate and appreciated for a long, long time.

Moreover, you can arrange an account with us on anything you select and regular payments need not begin until after the holidays.

We hope to have the pleasure of wishing you the greetings of the season in person at our store, but still we won't neglect this opportunity. "Blanks" wish you a Merry Christmas.

Sincerely yours,

FURNITURE

*Featuring the appropriateness
of Wicker and Reed furniture.*

Mrs. Lillian Rosen,
712 Hoede St.,
Washington, D. C.

Dear Mrs. Rosen:

With the coming of warm weather, velvet and leather chairs lose their appropriateness, and the wicker and reed chairs, with attractive cretonne cushions, take their place.

A home in the Summer should be a cool, pleasant shelter from the hot rays of the sun---and wicker and cretonne, somehow have a wonderful way of creating just the desired atmosphere.

We have a fascinating display of wicker furniture, such as: tables, chairs, tea-carts and a variety of baskets for summer flowers and ferns.

The kitchen---usually a detested spot, in the summer---can be made a cool and convenient place to work in. A new gas range, a fireless cooker and a kitchen-cabinet are necessary articles for the modern kitchen. A good refrigerator is the need of every housewife, especially during the summer months. We carry an excellent line in various sizes, guaranteed to keep their contents as cool and fresh as on a Winter's day.

You can't imagine how refreshing a few little additions to your home will be. Let us show you our summer display. We are sure we have something that will help to make your home more attractive.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Featuring service
rendered.*

Mrs. Y. Young,
111 Main St.,
Toledo, Ohio.

Dear Mrs. Young:

This store wants to help you beautify your home. Where you have a problem in furnishing an additional room, or in refurnishing an old one, we may be able to make suggestions that you will be truly grateful for.

Our mission, Mrs. Young, is not alone to sell good furniture, but to be of service to the woman who wishes to keep her home attractive. A few well-selected pieces can "make" the most discouraging room, while a careless choice will mar it.

In a store having the big advantage of skilled and experienced furniture buyers, you get the benefit of authoritative good taste, training and judgment. These you can blend with YOUR OWN ideas of beautifying your home with appropriate furniture and making it a delight to the eye of the visitor.

We have a rigid rule in this store---a time-honored principle that is written into the history of every successful institution: Absolute satisfaction or your money back. Beside that, we have also made a part of our service to you such things as: Promptitude, Courtesy, and a genuine interest in the customer's tastes, wishes and welfare.

You are always welcome to come and examine our stock to your heart's content. You would benefit by a special trip here. Why not make it at a very early date? This is the glad-to-see-you store.

Cordially yours,

FURNITURE

*Furniture of
dependability.*

Mrs. K. Kennedy,
71 First St.,
New Rochelle, N. Y.

Dear Mrs. Kennedy:

When you are about to invest in anything so permanent as an article of furniture for your home, don't you want to be very SURE of what you are getting?

You can depend upon any article of furniture that you buy at this store--for our buyers are skilled and experienced men--expert judges of furniture that will ENDURE and will appeal to persons of discriminating taste.

You will find our salesmen interested in talking over your plans with you--most willing to co-operate with you in choosing furniture from which you will get the most use and enjoyment.

You're always welcome to "just look" for ideas and helpful suggestions, without feeling any obligation to buy.

Very truly yours,

BUILDING RETAIL BUSINESS BY LETTER

*A general letter
on furniture.*

Mrs. T. R. Thomas,
82 Thomas St.,
Kankakee, Ill.

Dear Mrs. Thomas:

Not so long ago, the "Living" room used to be the "Parlor"--just for company--but today that most attractive, comfortable and biggest room in the house is dedicated to the FAMILY to LIVE in.

Although furniture is still decorative--it must above all things be comfortable. Whenever friends come into your home, you want them to be impressed, first of all, with the cheer, restfulness and COMFORT of it, don't you?

Modern homes combine UTILITY and Beauty from the nursery to the kitchen, there is furniture that is USED EVERY DAY and enjoyed. Labor saving devices are increasing in variety and reliability every day! We have any number that we recommend highly.

Things that ENDURE--that are useful and beautiful, individual and charming--there is every reason why a trip to our store would be an "adventure" for you. We want you to come often--and to feel perfectly at home.

Very truly yours,

FURNITURE

*Suggestions for Christmas
gifts.*

Mrs. G. N. Nelson,
2 Arch St.,
Philadelphia, Pa.

Dear Mrs. Nelson:

Home, to Americans, means so much this year. It is the place nearest and dearest to every heart. And this Christmas you want your gifts to carry with them your appreciation of home.

A genuine thrill of happiness and pleasure will come to those dear ones you remember---and to yourself---if your gift is one of furniture. A trip through this American Store's displays emphasizes the fact that this should be a Christmas of lastings gifts.

Who wouldn't be pleased and delighted to receive an easy chair, a luxurious rocker, a lamp, a picture, carpet-sweeper, kitchen cabinet, rug, a fine reading table, or a pretty bedroom set or piece?

There isn't a single thing in this store's display of good things for the home that hasn't a rich bit of the Christmas spirit tucked away in it waiting to please someone for you. Descriptions fall short, Mrs. Nelson. Only a personal inspection will convey to you the beauty and appropriateness of the gifts you can select here.

Come and look around---study the gifts for ideas. We'll show you through gladly without any obligation on your part to purchase.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

*Our experienced sales people will
gladly offer suggestions.*

Mrs. L. Lyons,
242 Foulke St.,
Detroit, Mich.

Dear Madam:

We have already written you letters concerning the policy of our store and its merchandise. Now we wish to ask you a question about your own home. Isn't there some corner or some entire room that you have long considered brightening up? Would a new rocker, rug, floor lamp, or parlor suite cheer it for you?

It has always been our policy to carry in stock such merchandise as will brighten and cheer both your home and yourself. You will find that our salesmen give you the benefit of their years of experience, and that they will help you to select furniture which combines good looks, long wear and real comfort.

Nothing is ever too small for us to consider. In furnishing your home, our sole intention is to supply appropriate articles, appropriate in durability, comfort, appearance and price. And if you desire, appropriate terms can be made to suit your own convenience.

Can we count on a visit from you when next you brighten up?

Very sincerely yours,

FURNITURE

*Spring House-Cleaning time
suggestions for the refurnish-
ing of the home.*

Mrs. J. B. Nelson,
111 Stewart Ave.,
Elgin, Ill.

Dear Mrs. Nelson:

After your Spring House-cleaning when everything shines and looks CLEAN---don't you dread to put that old velvet chair or rug or those rather faded draperies back in their old places? It's like having to wear a Winter suit---just the least bit shabby---on the loveliest Spring days.

I'm positive, Mrs. Nelson, that this store's idea of appropriate furniture and sensible prices harmonize perfectly with yours. You can Save Money and get more real Satisfaction on every purchase you make here. I know you'll think that's a broad statement---but we can prove it.

You can't spend too much thought and time in making your Home comfortable and attractive---a place where you are proud to bring your friends---a place your children will remember with a little pang of homesickness.

Our exhibit of advanced furniture designs and our friendly counsel on any questions of modern home furnishings are freely at your disposal. Please pay us an early visit, to look, to ask questions and get our prices. You will not be urged to buy.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Best stocked store in the state.
You'll find exactly the piece
of furniture you want.*

Mrs. L. Richards,
111 Main St.,
Lynn, Mass.

Dear Mrs. Richards:

If you delight in seeing beautiful furniture, you should make it a point to stop in the first afternoon you go out to shop. We believe no store in this state is better stocked in this particular line.

Superb and unusual new styles for the living room, den, dining-room and bedroom are constantly arriving---settees, arm chairs, Morris chairs, divans, of the most recent design. We deal with only the largest makers of furniture that will be a credit to your home and will last a lifetime.

Should you be in search of special or odd pieces with which to "freshen up" your home, you will be sure to find many things here that will especially interest you. We have been as careful in our selection as we would expect you to be, Mrs. Richards, APPROPRIATE furniture costs no more than the other kind. Where it is requested, we are always glad to aid in the selection of a harmonious "setting" for any room in your house.

The woman who is "merely looking for suggestions" is always welcome at this store---we do not expect her to buy until she is ready. We are here to show you anything and everything and not have you feel the least bit obligated.

If you do not buy today, you may SOME day, so we are always glad to have you feel easy about coming and going. Our furniture is here for you to look at---buy only when the mood strikes you.

Yours very truly,

FURNITURE

*A furniture store that works
to give the best values and
service.*

Mrs. James Linden,
111 Main St.,
Boston, Mass.

Dear Mrs. Linden:

We want you to feel you can get anything you want at this store. We want your friendship every bit as much as your patronage.

You know the old, old business motto: "A satisfied customer is the best advertisement." We believe this. The success of our business has proven it absolutely. Satisfied customers have made this the popular store it is.

We can give you big values, we can save you money, we can give you liberal, square treatment and obliging service in all things---therefore we believe these things will earn your enduring friendship and loyalty.

This furniture store is for serious, sensible, saving people who want to make every dollar buy its utmost. It is a store that earnestly strives to contribute to the beauty and happiness of homes of a community.

If the family has long yearned for a phonograph or a player-piano, we carry the very latest models in instruments that will not only beautify the living room, but add to the charm and attractiveness of your home life.

You are always welcome, Mrs. Linden. We are more than glad to show you around, no matter whether you are on a visit "just to see things", or want to buy. Courtesy and whole-souled treatment are an inseparable part of this institution---its doors are always open to you.

Very sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*A store that takes an interest in
selling furniture that will prove
attractive and comfortable.*

Mrs. I. O. Oliver,
2 Grove St.,
Montclair, N. J.

Dear Mrs. Oliver:

Don't you believe the appearance of a home reflects the life that goes on within it, the happiness, contentment and merriment?

I know a woman whose home reflects her own irresistible sense of humor, from the cuckoo clock, to the musical chair that sits demurely in the corner. Children love to visit her...her home is so quaint and full of surprises, like herself. Her own children will remember that HOME with little pangs of homesickness.

Make your home reflect your Personality. It is something more than shelter. It is a Shrine.

We have an Ambition to make the homes of Montclair distinctive, attractive and delightful. We buy very carefully and thoughtfully. If you wish to refurnish a room, you will find that we have provided a complete, harmonious set of everything - dining room, bed-room, parlor, kitchen, library - and if you buy here, you will never have to "patch in" with something that doesn't EXACTLY match or blend.

Appropriate, individual furniture need not be expensive, in fact IS not. Ours is for the plain simple family that lives moderately, loves comfort, and appreciates beauty. We want Montclair to be known, some day, as the city of lovely homes, from the littlest cottage, to the biggest home.

Won't you come in? We love to show our things and hear your plans for Thrift and improvement.

Sincerely yours,

FURNITURE

*Come in and see the specially
priced articles.*

Mrs. John Reynolds,
27 Broad St.,
Newark, N. J.

Dear Mrs. Reynolds:

Of course you are interested in making your home more attractive, and welcome every opportunity to add to its comfort.

And the very opportunity that you have been waiting for may lie in some of the exceptionally good values this store has to offer. Stock-taking time always brings to light a few broken sets, and odd pieces that good business or chance in design forces out at a surprising price.

There are not many such offers, Mrs. Reynolds, even in this big store after an especially busy year. But those that have been put out for your inspection are well worth the time and effort of a special trip.

To describe the specially priced pieces would make this letter too long, and then not tell you much. Come to the store and see them. You will find the trip helpful in suggestions and ideas if you do not find just the sale piece you need.

We assure you we appreciate and look forward to the opportunity of serving you.

Yours very truly,

BUILDING RETAIL BUSINESS BY LETTER

Courtesy days reserved for selection at sale before the public is invited.

Mrs. Joseph Rickter,
111 Main St.,
St. Paul, Minn.

Dear Mrs. Rickter:

We take pleasure in enclosing with this letter, copy of our August Sale Advertisement that will appear in the Sunday Herald July 28.

For our regular customers and patrons, we are reserving courtesy days, Thursday, July 25, Friday, July 26, and Saturday, July 27; days when you may make selections before the general public.

Our sale regularly starts Monday, July 29 and continues through the month of August.

We trust you will take advantage of these courtesy days, especially set aside for you, with the wonderful values offered.

Customers using these special days will get the best furniture to be had during this money-saving time.

Awaiting a visit from you, we remain

Very truly yours,

FURNITURE

*A Campaign for the better
Furniture Shop or Interior
Decorator. Letter No. 1.*

Mrs. J. K. Henderson,
111 Park Avenue,
New York City.

Dear Mrs. Henderson:

Madison Avenue near 69th Street!

When you need furniture of the sort not ordinarily found in shops; when repair or upholstery experts can be of service; when cretonnes or linens, laces or embroidery, carpets or hangings, paintings or mirrors---anything for the home---may be desired, won't you remember we are near?

We moved here for two reasons. We wanted to be neighbors of our patrons---many of them live near at hand. But also we wanted to make patrons of our new neighbors.

Is there any way, Mrs. Henderson, in which we can be of service to you at this time---?

Yours sincerely,

BUILDING RETAIL BUSINESS BY LETTER

*A Campaign for the better
Furniture Shop or Interior
Decorator. Letter No. 2.*

Mrs. J. K. Henderson,
111 Park Avenue,
New York City.

Dear Mrs. Henderson:

Last season, when you closed your country home, what was the plan you had in mind for it---? A room to be redecorated---? A new rug in the living room---or chintzes for the west windows---? Upholstering anew the davenport near the fireplace---? Chairs for the porch, or linoleum on the laundry floor, or an iron bench for the garden---?

What was it---?

Let us attend to it for you. We can provide whatever is needed, and do anything that must be done, in any part of the United States. It will be complete whenever you say, Mrs. Henderson, ready for use.

Phone Rhinelander 8000.

Yours sincerely,

FURNITURE

*A Campaign for the better
Furniture Shop or Interior
Decorator. Letter No. 3.*

Mrs. J. K. Henderson,
111 Park Avenue,
New York City.

Dear Mrs. Henderson:

Whether you want it or not, in every room there is what interior decorators call a "center of interest".

It is what first attracts the eye. You admire or disapprove of it unconsciously before you notice anything else. It may be a lamp that gives a cheery note of color---or a lounge bright with pillows---or a glowing copper samovar. Always SOMETHING wins first attention.

If it is carefully selected---if the furniture and the hangings and the lights all aid in producing the desired impression---you may be certain that the room will be pleasing. If the room is arranged haphazard, Mrs. Henderson, it may suffer from some easily corrected fault.

We are glad to advise.

Yours sincerely,

BUILDING RETAIL BUSINESS BY LETTER

*A Campaign for the better
Furniture Shop or Interior
Decorator. Letter No. 4.*

Mrs. J. K. Henderson,
111 Park Avenue,
New York City.

Dear Mrs. Henderson:

Did you ever watch a summer storm come over a wide stretch of country---?

The world looks a different place under dull gray skies from the same world in warm sunshine. Light makes the difference.

However handsomely your home may be furnished, Mrs. Henderson, it cannot look its best unless seen "in the right light."

We are specialists in home illumination. By skilled selection of curtains and hangings for daytime, and by the use of artistic and attractive electroliers, table lamps and floor lamps by night, we create the atmosphere which sets off all within a home to greatest advantage.

Consult us without obligation!

Yours sincerely,

FURNITURE

*A Campaign for the better
Furniture Shop or Interior
Decorator. Letter No. 5.*

Mrs. J. K. Henderson,
111 Park Avenue,
New York City.

Dear Mrs. Henderson:

While you are reading this letter a ship is moving through the Atlantic toward New York. It is bringing us furniture---antiques---from England and Belgium and France.

Another will come from the South, with rare wood and leathers. A few weeks hence Japan will send a cargo of silks. From all the far places of the earth, whatever will render the modern home comfortable or attractive is gathered here.

We import direct. We also purchase the best that comes to the market.. We keep constantly in touch with the source of supply of everything relating to home furnishing or decoration. This is why, Mrs. Henderson, we can provide anything you need or wish, from any country or any age, promptly!

Yours sincerely,

BUILDING RETAIL BUSINESS BY LETTER

*A Campaign for the better
Furniture Shop or Interior
Decorator. Letter No. 6.*

Mrs. J. K. Henderson,
111 Park Avenue,
New York City.

Dear Mrs. Henderson:

It's not too early.

Shortly it will be too late.

When the Season starts you won't have time. And delay then will be impossible.

If you need new furniture, or repair or upholstery service or new rugs or draperies or pictures, or decorative service or household equipment of any sort---please let us know as soon as possible.

We ask this, Mrs. Henderson, in order that we may give you the very best of service---the kind you are entitled to---the only sort we are willing to offer!

Yours sincerely,

FURNITURE

Installment Furniture series.

Letter No. 1.

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

There was an article not long ago in Good Housekeeping Magazine which contained a particularly valuable suggestion!

"Let the family budget include a sum ... to be regularly set aside for new furnishings. As it accumulates, buy one rug, or a chair, or a table, as scheduled in the plan. In a short time add another, and so continue until your whole environment is remolded nearer to your heart's desire ... There is much joy to be gained watching rooms grow."

We write, Mrs. Henderson, to assure you that there is no need for you to wait until "it accumulates". If you wish, we can arrange a charge account on liberal terms to care for your purchases.

The effects you can secure in your home by systematic planning and gradual purchase, will please you greatly. We'll be glad to give the information and help necessary to intelligent planning.

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

Installment Furniture series.

Letter No. 2.

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

When you buy groceries, you like to go to the same place every day, where you can depend on the quality of the goods and the reliability of the service ---where you have an account to serve your convenience ---where buying is easy. The same is true when you buy clothing for yourself or your family.

You purchase furniture less frequently; and hence you are less apt to KNOW your furniture store. Yet you spend more in a lump sum for furniture, you have less chance to experiment, and you live year in and year out with what you get.

Wouldn't it be a good plan, Mrs. Henderson, to get acquainted with what we have here, even when you have no immediate need of buying? Stop in "just to look around" when you are near us---get ideas, see what we offer, and learn about the convenient liberality of our credit policy and the moderation of our prices.

Yours cordially,

FURNITURE

Installment Furniture series.

Letter No. 3.

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

Winter is here. You'll be indoors. Do you know the pleasantest and most enjoyable way to spend an evening?

A deep, comfortable chair, a glowing lamp shedding soft light about you---a good friend, a good book, or a jolly record on the phonograph in the dimness outside the lamplight, will be all you need!

We have chairs and davenports of the sort you can sink into with a feeling of perfect rest. We have lamps big and little---table lamps, floor lamps, lamps to harmonize with every type of decorative treatment. For music we have the Aeolian and a stock of records to please every taste.

In fact, Mrs. Henderson, we have whatever you need to refresh your living room, dining room, bed rooms, library---to add the charm of novelty to your Home, and you know that anything here can be yours on terms suited to your convenience, if you will allow us to open a charge account for you.

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

Installment Furniture series.

Letter No. 4.

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

Whether you are planning to entertain at Thanksgiving or make the feast-day just a family affair, you'll want your dining room to look as attractive as possible. Now is the time to pick out what is needed to complete your equipment.

It happens that we have some exceptionally fine dining room pieces just now, at prices that will please you. You've no idea how a few new things will brighten up the room and give it a festive air. We suggest you stop in and see.

The costs are moderate, because our large buying power (we operate four big stores) enables us to secure the choicest offerings and the best terms from the better manufacturers. The terms are liberal, because it is our policy at all times to serve in every way the convenience of our patrons.

Come in, Mrs. Henderson, and choose what you need!

Yours cordially,

FURNITURE

Installment Furniture series.

Letter No. 5.

Mrs. J. K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

This store is delightfully restful and quiet. Stop in while you are doing your Christmas buying. We're glad to have you---whether you happen to want to get any of the things WE offer, or not, make this headquarters.

But really, Mrs. Henderson, there is no sort of shop so rich with suggestions for unusual, pleasing gifts, as a furniture store. Christmas is the time when Home means much to us all, and gifts for Home are correspondingly welcome.

Of course we have the Big Gifts---cedar and inlaid chests, Aeolians and records, elaborate lamps, and pieces of furniture that run into money; but don't forget the little ones: The book-ends and trays and mirrors and smoking stands and such. We have hundreds of things costing under ten dollars.

And remember that we'll be glad to carry a charge account if you wish for your Christmas---or any other---purchases.

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

Installment Furniture series.

Letter No. 6.

Mrs. J K. Henderson,
111 Park Street,
New York City.

Dear Mrs. Henderson:

Half the wisdom of good buying is WHEN you buy. You wouldn't expect to find good prices on strawberries at this time of year, or on russet apples in May. You must buy in season.

This is the "furniture season". Why wait until moving day or house-cleaning time to discover what you need, when there is a general reduction in every department of this store during the whole month of January?

We may have right now the very thing you ought to have at a third reduction. Not merely our holiday stock, but all our regular lines will be reduced; and there are some remarkable values, Mrs. Henderson, in odd pieces or discontinued models or suites.

Come in---there's no obligation. Everything is marked in plain figures, and you can consider and compare to your heart's content. If you want us to, we'll charge your selections.

Yours cordially,

BUILDING RETAIL BUSINESS BY LETTER

*An Aeolian Vocalion letter,
overcoming impression "Too
expensive."*

Mrs. G. Bowman,
576 State St.,
Detroit, Mich.

Dear Mrs. Bowman:

"But, aren't they very expensive?" We often smile at this question when some of our patrons have heard the Aeolian-Vocalion---"that very latest scientific type of phonograph" --- that draws the hidden beauties from your record.

Its new standards of "beauty in phonographic form", its unique ability to develop beautiful tones heretofore inaudible in records --- and to make each record sound new---all naturally create the expensive impression.

As a matter of fact, however, Vocalions are no more expensive than other phonographs in the better grades. One very popular model --- a beautiful instrument --- costs but \$115.00.

You will be surprised at the convenience of the terms on which any model of the Vocalion can be obtained. Come in any time. We'll be glad to "just play" your favorite record for you.

Cordially yours,

FURNITURE

*Come in and hear your
favorite music played.*

Mrs. Donnelly Gilson,
52 E. 19th St.,
New York City.

Dear Mrs. Gilson:

You are cordially invited to a special exhibition of the famous Vocalion in varied and interesting models. What would make a more appropriate Christmas Gift than one of these?

The Aeolian-Vocalion is the new phonograph that is absolutely revolutionizing all previous ideas of sound reproducing instruments. It will interest every phonograph owner since it represents a remarkable advance in phonograph development. It will interest those also who never have considered the phonograph seriously --- the Vocalion tone is so clear, so pure, so artistically perfect that it wins the admiration and respect of those qualified to judge music critically.

Come in for a fifteen minute test. Select your favorite vocal record, an orchestral and a solo instrumental record. They will prove the Vocalion tone the most wonderful phonograph tone in the world.

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Music in the
home.*

Mr. Louis Finch,
Peekskill,
N. Y.

Dear Mr. Finch:

Music deepens a family's happiness and peace and contentment, and adds charm and personality to their home .. making people love to visit it. Everyone believes that. Did you ever find a Mother who didn't TRY to make a musician out of a child of hers .. at some time or other? There's always the possibility of GREAT SUCCESS.

This store has a SECRET AMBITION to bring music into every home in Peekskill. We have devoted years to the study of all sorts of instruments, Pianos, Player-Pianos, Phonographs and small provisions such as strings, bridges, etc., with that in mind. We want to be an indispensable aid to teachers and pupils of music, to singers and accompanists, and most of all, to that average musician and music-lover, the Home-maker.

A song of cheer and courage, in a time of trial .. some wistful, restful strain when you are tired .. a Phonograph on the porch on a summer evening. The value of music as a part of home life is immeasureable! It strengthens and deepens character in children and comforts the spirit of the grown person.

If you can't make music yourself, there is the Genuine Pianola or the Aeolian-Vocalion and Columbia Grafonola, that will reproduce the music of great artists. If you can .. you'll be fascinated with our collection of stringed, reed and wind instruments, and our extensive shelves of sheet music, classic and popular, old and new. We enjoy playing anything you wish, for you, whether you buy or not.

We want to see you soon -- and often!

Sincerely yours,

FURNITURE

*A breezy letter on
musical instruments.*

Dear Mrs. Valentino:

If MUSIC were too expensive to have as a part of one's daily life .. then life would be just one-half as worth living as it is!

But .. it isn't. There is some sort of instrument in our store for every purse in town, from a beautiful Baby Grand Piano to the popular ukelele! Yes .. and the book of music to go with it .. from the "first lesson" to the sonatas of the greatest masters.

We have come in touch with cases of "sleeping" musical ability even in "grown-ups" that no one ever knew about until just the Right instrument for that peculiar talent was put into their hands. It's a fact .. one is never too old to learn to play SOMETHING well enough to cause pleasure to oneself and friends.

If there is a comparatively easy instrument .. like the mandolin, the guitar, the ukelele or even the banjo, around the house .. you'll be picking out tunes by ear, before you know it, and with a little instruction .. off you go, into a new realm of interest and endeavor!

We WANT you to come in and listen to the mellowness, and richness of tone, in our instruments .. hear some of our selections, any time you have a leisure moment and are interested. If you wish, we will try a record or two on the type of phonographic machine you prefer, too. You will enjoy it, and be made to feel NO obligation.

We'll give you a price list to take home with you .. it may surprise you by its moderateness. Then you can "think about it" and do as you please. Drop in, any time. You're always welcome!

Cordially yours,

BUILDING RETAIL BUSINESS BY LETTER

*Hear your favorite piece
in our music room.*

Dear Mrs. McDonald:

What diversions are you planning for tomorrow?

We all know that the person who thoroughly enjoys life in a healthy, wholesome way, is constantly seeking a variety of interests as a change from ordinary duties. Little vacations, week-end trips, little visits with friends or relatives are life-savers. But one can't always have such delights in prospect, so other changes of atmosphere must be provided.

May we suggest a diversion that is always available and always different---always presenting something interesting, something enjoyable---a diversion that costs nothing, but which provides pleasing stimulus in new ideas, or, possibly, the inspiration of an hour with great musicians and artists? Our suggestion is this---

A little visit to our music department. Come and loiter along our aisles, rest in our Music Room, delight your soul in the colorful beauties of exquisite fabrics and velvety carpets---let the new records trigue your interest and, when the visit is over, carry home with you all sorts of new ideas to brighten routine hours.

There's no obligation to purchase anything at any time. It is your privilege to be shown anything you may wish to see, to have re-created on the New Blank any music you may wish to hear. It is our pleasure to keep you informed about the many interesting things to be found in our store and to be at your service at all times.

Very truly yours,

FURNITURE

*Invitation to hear Aeolian
Vocalion.*

Mrs. C. A. Phelan,
53 Main St.,
Washington, D. C.

Dear Mrs. Phelan:

We invite you to hear the Aeolian-Vocalion. In the tone of this new phonograph there is greater depth and richness --- less of the phonograph and more of the subtle beauty of each voice and beauty.

Lovers of the phonograph will find great delight in playing the Vocalion --- in modulating with the Graduola, the Vocalion expression device, each tone as they choose. Here is the cure for record monotony --- here is a new and rich source of musical interest and satisfaction.

The Vocalion is a wonderful instrument, a beautiful influence in the life of an individual --- or home. It will send the voice of the dance through happy hours, have ready always a song of cheer, of courage, sympathy or inspiring sweetness. The Vocalion produces music --- every kind of music --- with a true beauty never before heard from a phonograph.

Nine out of ten people that hear the Vocalion say there is no other phonograph. Play it and see for yourself.

Very sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Headquarters for talking machines.
Three leading makes handled.*

Mrs. W. Williams,
111 Main St.,
Newark, N. J.

Dear Mrs. Williams:

You may wonder why I am sending this PERSONAL letter to you. Well, I will tell you---it is because your name has been given to me as a person who is interested in the BEST in whatever you buy.

At Blanks, you may select from three of the BEST phonographs in the world---the Victor, the Brunswick and the Path'e. We will be glad to make arrangements with you to buy a phonograph, on terms to suit your convenience. We carry the most complete stock in Victrolas, both in instruments and in records.

Remember, when you or your friends are ready to investigate, the enclosed return card will bring literature explaining our proposition in detail.

Very truly yours,

SECTION XVI
COLLECTIONS

BUILDING RETAIL BUSINESS BY LETTER

INSTRUCTIONS TO USERS OF THE EYTINGE COLLECTION SERIES

First, read the copy over carefully, making any changes necessary to fit the letters to your business.

Second, use your own letterheads, and if you have several styles of these, the occasional change may prove helpful in results.

Third, never send a collection letter out so that it arrives in either the first delivery of Monday or Saturday afternoons—avoid the rush.

Fourth, in letters No. 1 and No. 2, use a ticket punch or other device and punch three or four holes *in both* the letter and the statement that is to accompany, linking the two together with a bit of string or tape, colored preferably, so as to attract attention. The letters are *built* around the string idea and this must be preserved.

Fifth, register the last letter for several reasons: First, the mental impression aids in cleaning up the debt; the reaction is indicative of your firm determination; and last, you are certain to definitely locate your debtor, should he have moved.

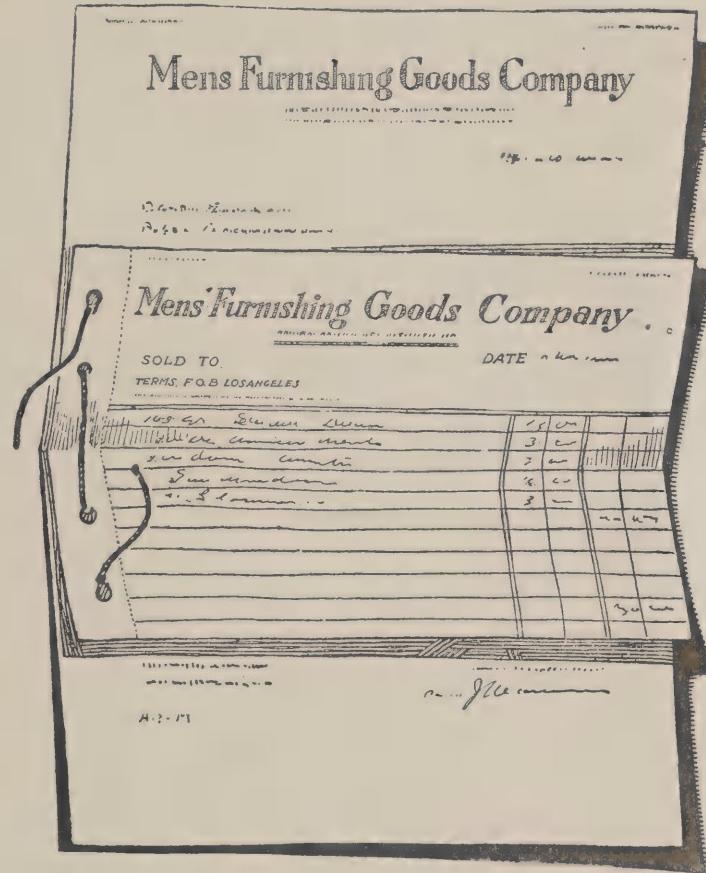
These letters were written for a Pennsylvania client by Louis Victor Eytinge, America's most famous letter expert, the founder and two years Editor of *Postage*, author of more than ninety business magazine articles upon better letters. Just as the final proofs of this book were being corrected, a contract was closed with Mr. Eytinge to join The John Service, Inc., as head of the copy staff. Immediately he consented to allow this famous series of letters to be passed along for your use—the same thing with the vacation goods letters in another part of the book.

Perhaps it is well for us to remind you, right here, that if you find firms using the letters in this book and they have no authority, if you will immediately advise us, we will take such steps as are best suited to the situation.

With good wishes,

THE JOHN SERVICE, INC.

COLLECTIONS



BUILDING RETAIL BUSINESS BY LETTER

An irresistible appeal.

Mr. H. K. Henderson,
111 Park Avenue,
Bradford, Penna.

Dear Mr. Henderson:

Do you remember how, when you were young and your good folks sent you down town after something---they were very likely to tie a string about your thumb to make certain you would not forget!

Those were the happy days, were they not?

But---there's no reason why the days of NOW should not be as happy, and it is just as certain that some of us are liable to forget the little things of today.

Because of that, we are sending you this little reminder---NOT TO FORGET TO PAY---the enclosed statement.

We hope you enjoy the smile in our letter and that we may have the pleasure of hearing from you promptly.

Sincerely yours,

---Tie the string---
and you won't forget.

COLLECTIONS

*Another friendly
request.*

Mr. H. K. Henderson,
111 Park Avenue,
Bradford, Penna.

Dear Mr. Henderson:

Willie's mother had just given her little boy a lecture and told him that his every act was known to God---that God's eye followed him wherever he went.

Willie went down the street ashamed of himself and his faithful Fido followed close behind. In a few minutes Willie turned into a lane, saw the dog, and then delivered himself of "Aw, go on home and quit yer follerin' me around. Ain't it 'nuff to have God wid me all ther time without you taggin' on behind!"

Now, we don't want to be tagging on behind. We do not want to annoy or bother you one bit---but---we do want to remind you that we have sent you, already, one copy of the enclosed account and we would be pleased to have your prompt settlement.

Will you oblige us?

Earnestly yours,

Yes, that's a piece of the same string we sent you with the other letter. It will prevent your forgetting this time. USE IT.

BUILDING RETAIL BUSINESS BY LETTER

*Follow-up on previous
letter.*

Mr. H. K. Henderson,
111 Park Avenue,
Bradford, Penna.

Dear Mr. Henderson:

Do you remember the story of Midas, the great king of ancient days! You know he was said to have the magic touch---that everything he touched turned to gold.

Now, if we had the touch of Midas, we'd not be writing you this letter. We would not be insisting on payment of the amount you are owing us---\$ (insert amount here)

But a contract is a contract and should be lived up to. If we give our word to the bank to pay, we have to be right there with the money at the proper time---or if we are not, the bank uses the law on us. All the business of the world would go to smash if we couldn't depend on the sacredness of a commercial agreement. And, in order that we may make our payments as WE agree, we expect you to pay us the money due us. That's fair, is it not!

Frankly, if some one owed you the money that is due us from you---and you needed it just as we do--- wouldn't you go after it with all the power you could use! To be sure you would. Then, please, treat us as fairly as you would expect to be treated and save us from adopting harsher methods. Just give us the square deal.

We will expect your prompt remittance of \$ (amount)

Earnestly yours,

COLLECTIONS

*A stiff dun pleasantly
phrased.*

Mr. H. K. Henderson,
111 Park Avenue,
Bradford, Penna.

Dear Mr. Henderson:

The other day down in the Justice's Court there came up the settlement of a collection case. One man originally owed but \$28.00, but by the time the matter had been put into the hands of lawyers---by the time the papers had been served and the case heard---by the time the attachments had been issued against the man's property---it cost him \$85.00.

Now then, we've tried to be fair with you. We have written you several times, fairly, and squarely and friendly, for we do want to be friends. But, if you do not take some steps to even up that little matter of \$---

WE WILL HAVE TO PROTECT OURSELVES BY GOING TO LAW.

Frankly, what IS the matter? Why not come in and talk things over with us, face-to-face? We are not unreasonable---we will be as fair toward you as you are to us. If all cannot be paid at one time, tell us the exact conditions and we'll be as easy as possible under the circumstances.

But---in order to prevent legal proceedings, we will have to have some evidence that you actually intend to do what is right by us.

We will expect to hear from you promptly.

Sincerely yours,

BUILDING RETAIL BUSINESS BY LETTER

*Final Warning with
Time Limit.*

Mr. H. K. Henderson,
111 Park Avenue,
Bradford, Penna.

Dear Mr. Henderson:

We have no answer to our letters -----

And have registered this to make certain of personal delivery so that in the event of suit being filed against you, the defense cannot be that you were not properly notified.

You surely do not recognize the position in which you place yourself by your continued neglect to pay the sum of \$-- owing us. You are surely aware that the grocers, dry goods dealers and other merchants are fully organized and the debtor who does not pay his just debts is blacklisted by merchants, doctors and other professional people---the very ones on whom you may have to depend at critical times. You surely do not care to destroy your reputation for honesty. Then take care of this matter at once, for if it is not settled by the end of next week our lawyers will act.

You know well enough that when a judgment is entered against a debtor, he is assessed all the costs and that these are often greater than the original debt---that all services, subpoenas, court costs, attachments, judgments, executions and lawyer fees---all these are charged against you and your property when it is sold to justify claims. You will have to act quick to save all this.

We are willing to do anything in our power to adjust this on a friendly basis and your best course is to come into this office at once and see us. If for any reason this is impossible, then write right away, telling us what you'll do.

It is UP-TO-YOU to act NOW---ten days time only can be given---after that the LAW and its expense. Why not act now?

Insistently yours,



UNIVERSITY OF ILLINOIS-URBANA

A standard linear barcode consisting of vertical black lines of varying widths on a white background.

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